

IRISH BUSINESS TIPPING POINT SURVEY 2018

Key drivers and concerns of business professionals in Ireland today



Summary Report
May 2018





Dear Reader,

In April 2018 PeopleSource conducted its second 'Tipping Point' survey of business professionals in Ireland.

We were thrilled by the interest generated in our questions, which dealt with everything from quality of life, to financial situations, to aspects of time management and even some socio-political issues.

Overall, we received over 1,000 individual responses to our thirty-two questions, and as you will see on the following pages, some of these replies were quite revealing.

Please don't hesitate to contact me with any questions or comments you might like to share on our findings.

Sincerely yours,

Rachel

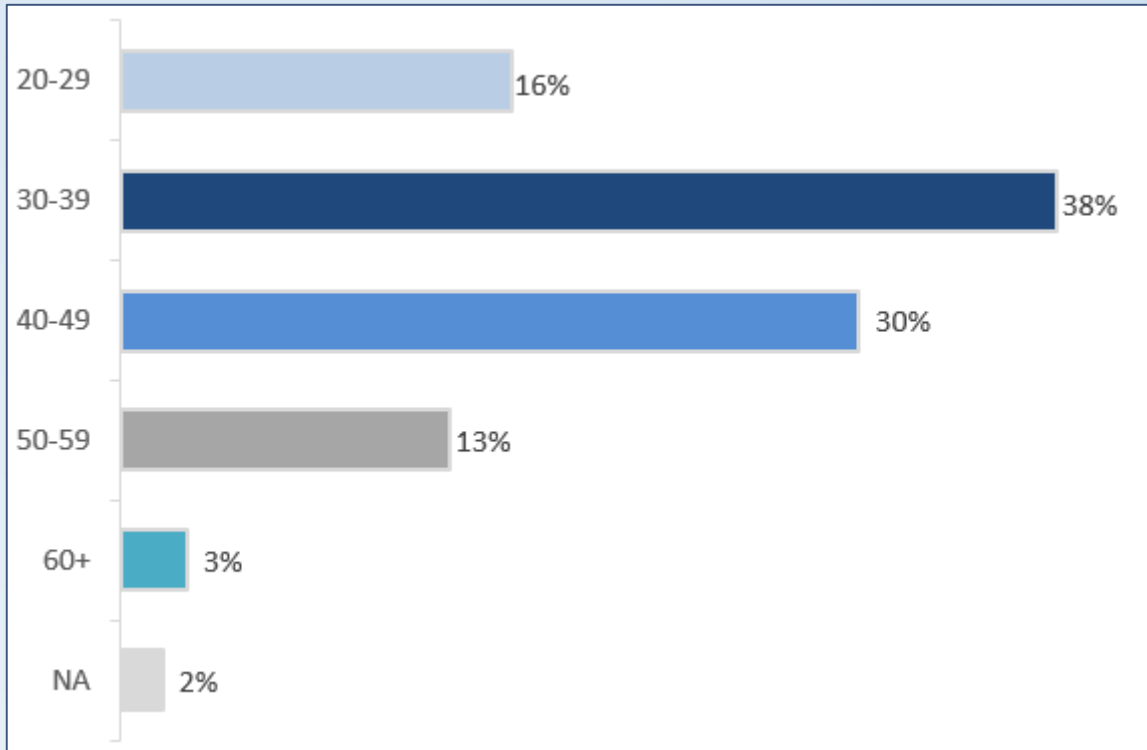
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Overview

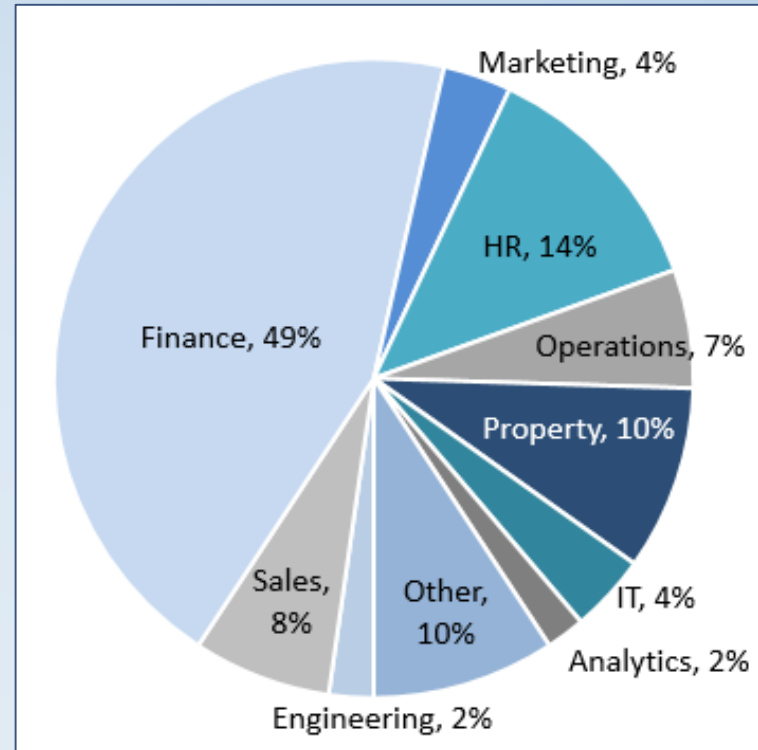
- In April 2018, PeopleSource issued a survey to over 10,000 business professionals in Ireland
- The goal of the survey was to discover the 'Tipping Points' that influenced people's day-to-day attitudes at work
- The 32 questions asked included aspects of time management, employment, work environment, and socio-political issues
- Over 1,000 responses to the survey were received, mainly from professionals in the Financial, Human Resources and Property areas
- IT, Sales, Marketing, Engineering, Analytics, Operations and other disciplines were also represented in the survey results.

Demographics - Survey Respondents

Age Brackets



Professional Field



- 1,000+ survey respondents were 59% male / 41% female
- 94% of respondents live in Ireland.

Summary of Findings – Employment

- Almost three quarters of all respondents felt it was necessary to stay between two and three years to advance their careers
- An overwhelming majority of respondents (94%) indicated that they would respond positively to an unsolicited approach for a new job
- 44% of all respondents indicated that they would apply for a job for which they may not be qualified in order to further their careers and develop into a role
- One third of all female respondents are always or actively looking for a new job (v 40% of males).

Summary of Findings – Employment (continued)

- Poor management was the primary reason given by respondents for wanting to change jobs
- 53% of all males (v. 34% of all females) were either working abroad or would do so if given the opportunity
- Two thirds of all respondents believe that the domestic tax rate negatively impacts our ability to bring skilled workers back home
- One third of all respondents felt that there should be a special tax rate to attract skilled workers to Ireland from overseas.

Summary of Findings – Employment (continued)

- 61% of male and 54% of female respondents indicated they were allocating less than 30% of their salary to mortgage or rental payments
- Working hours aside, 42% of all respondents indicated that they did not feel part-time staff contribute as much as full-time employees
- Almost two thirds (64%) of all respondents did not feel that the gig economy was a positive direction for Ireland.

Summary of Findings – Work Environment

- 45% of males felt that they were overqualified for their current job role (v. 40% of females)
- Only 39% of males (v. almost half of all females) felt that their potential at work was being maximised
- Only 40% of females aged 30-39 felt that their employer was doing enough for them (v. 48% of all males)
- A significant majority of respondents (72%) indicated that they were happy with their line manager.

Summary of Findings – Work Environment

- 63% of all males (v. 73% of all females) whose companies conducted performance reviews indicated that they thought the reviews were beneficial
- Almost two thirds of all respondents (64%) did not feel that a company dress code was important.

Summary of Findings – Time Management

- 41% of males v. 19% of females felt that they had to be available 24/7 or 24/5 in order to meet the company's minimum expectations
- 38% of females indicated that they were working more than 45 hours per week, compared to 45% in 2017
- The percentage of males working more than 45 hours per week also dropped from 51% in 2017 to 49% in 2018
- 51% of females (an increase of 7% over 2017) v. 25% of males (1% increase) felt that it was reasonable to work fewer than 41 hours per week.

Summary of Findings – Time Management (continued)

- Almost 60% of males and half of all females indicated that they were satisfied with the number of hours their company wanted them to work
- 77% of all respondents indicated that they were allowed to work at home at least occasionally
- A higher percentage of females (87%) than males (77%) rated 'Ability to focus' and 'Setting my own time clock' as the principal benefits of working from home
- Almost twice as many males (34%) as females (19%) found 'too many distractions' as the most significant drawback to working at home.

Summary of Findings – Other Topics

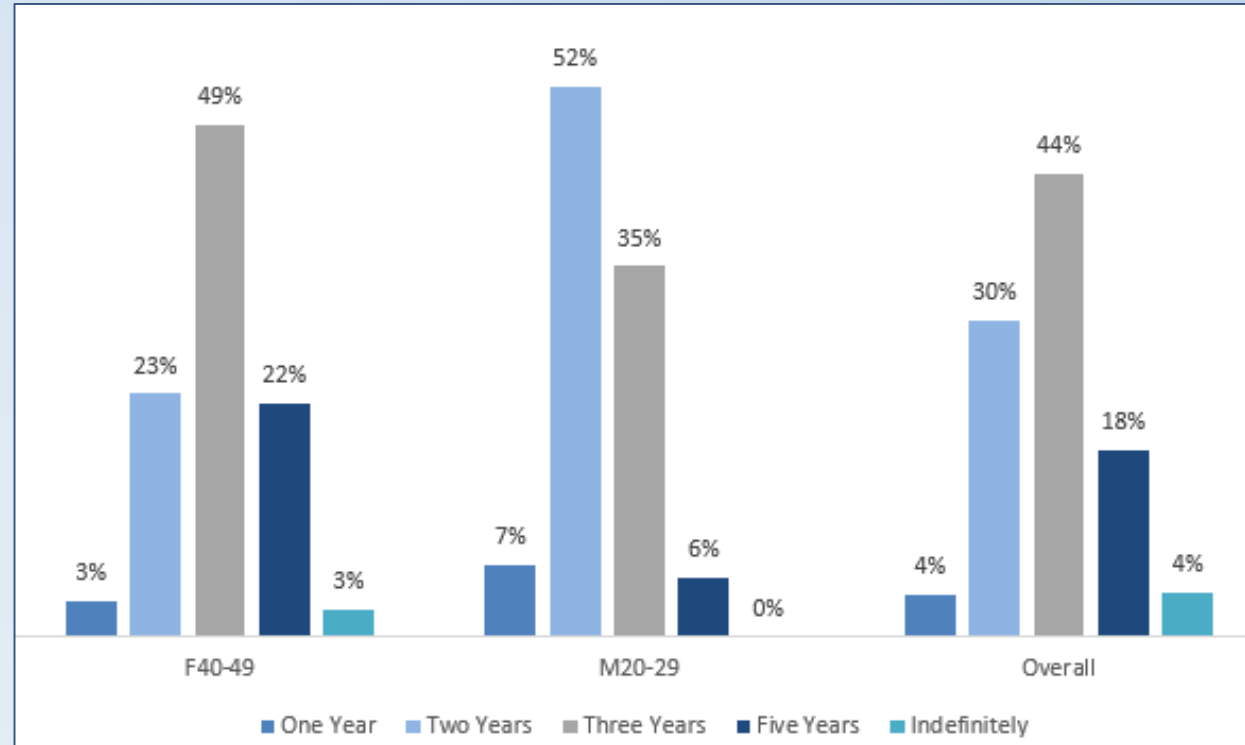
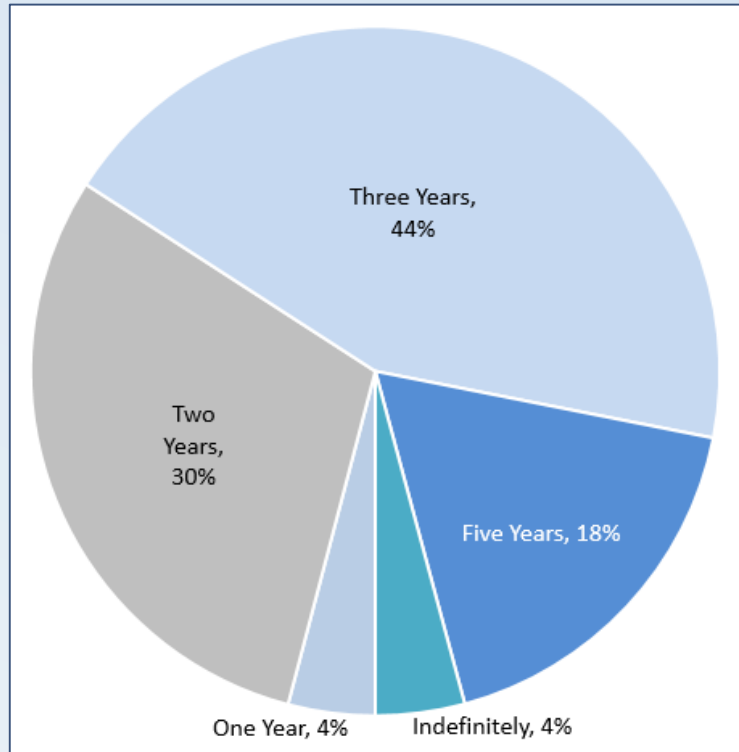
- Females were less inclined than males to feel that Brexit will have any positive or negative impact on their career opportunities (61% v. 47%)
- 46% of all respondents indicated that they would change the way they plan to use social media as a result of recent breaking news
- A slight majority (54%) of females felt that positive gender discrimination is the right way to go (v.23% of all males) .

Employment

Longevity, Job Solicitation, Applications, Changing Jobs, Working Abroad, Domestic Tax Rates, Mortgage & Rental Payments, Part-time Staff, Gig Economy

Longevity

Question - To advance your career, how long do you feel you should stay in each role?

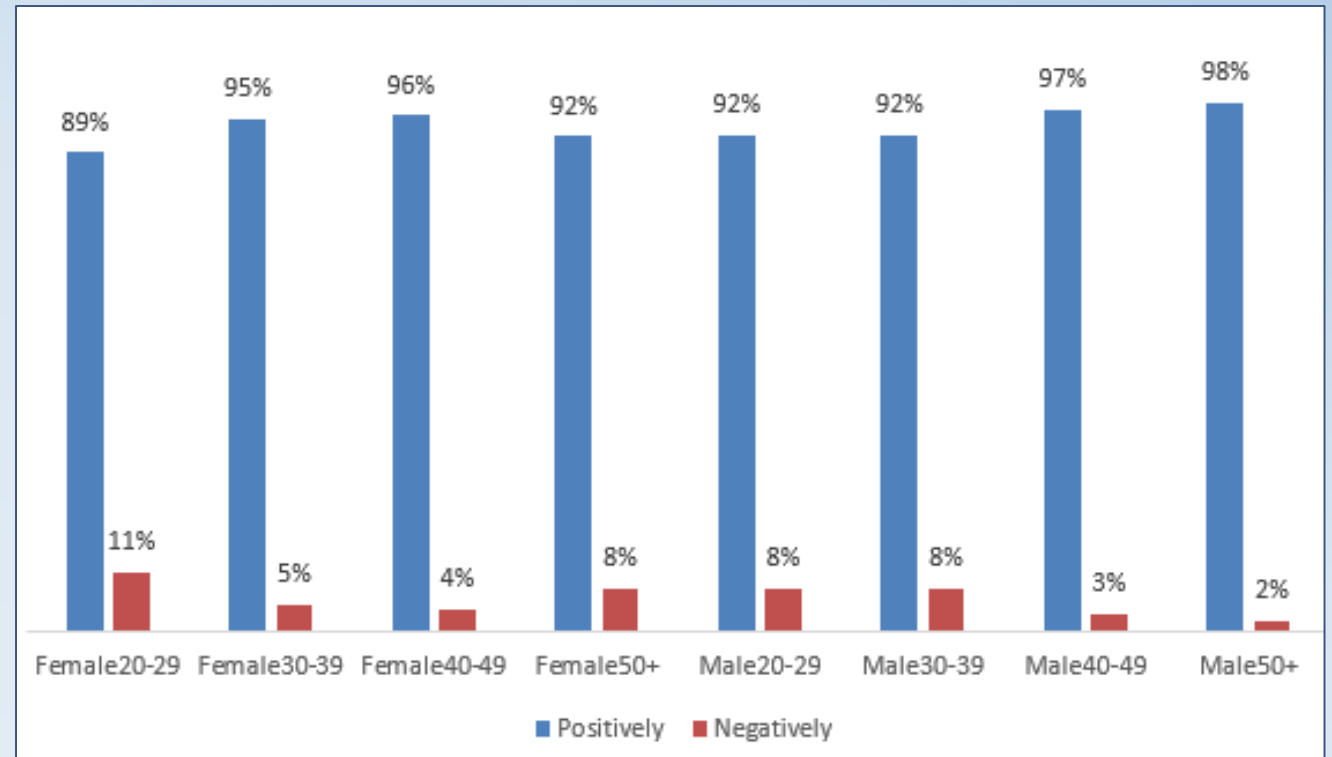


- While the most prevalent answer was three years (44%), the most marked difference of opinion was between females aged 40-49 and males aged 20-29, as shown on the right.

Job Solicitation

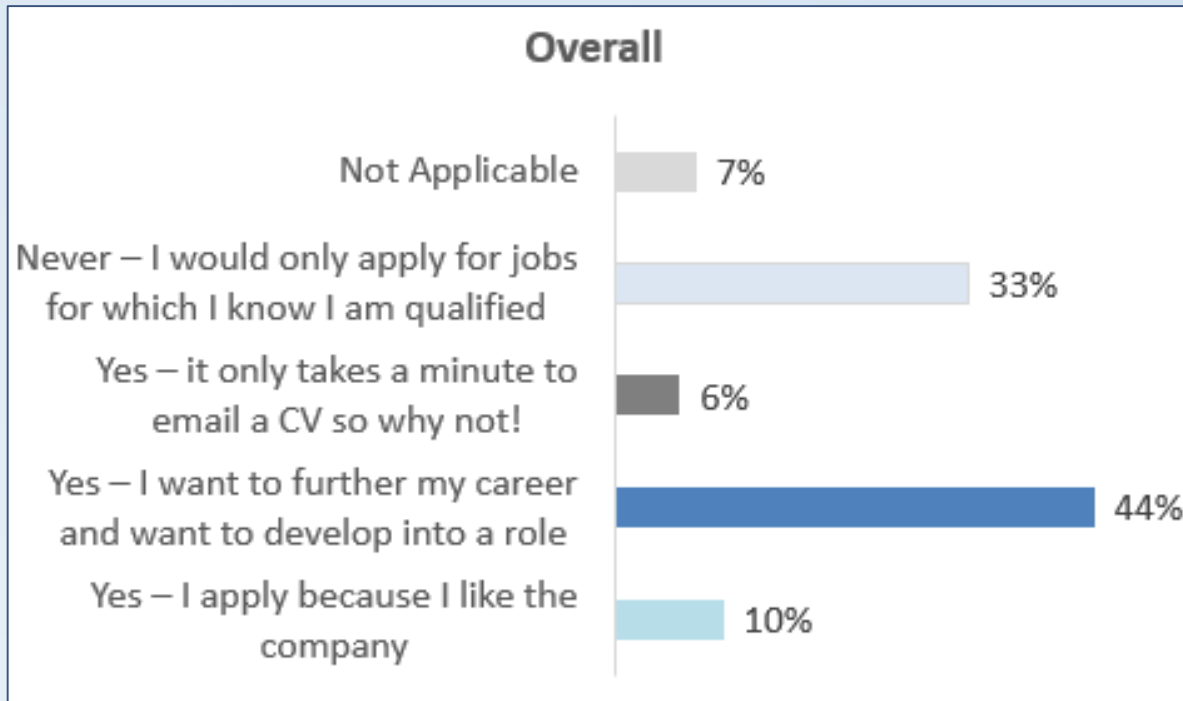
Question - How would you respond to an unsolicited approach for a new job?

- Responses were overwhelmingly positive in terms of new job solicitation
- An average of more than 9 out of every 10 respondents in every age bracket (except females aged 20-29) indicated that they would welcome an unsolicited response for a new job.



Job Applications

Question - Do you ever apply for jobs for which you are not sure you are qualified?

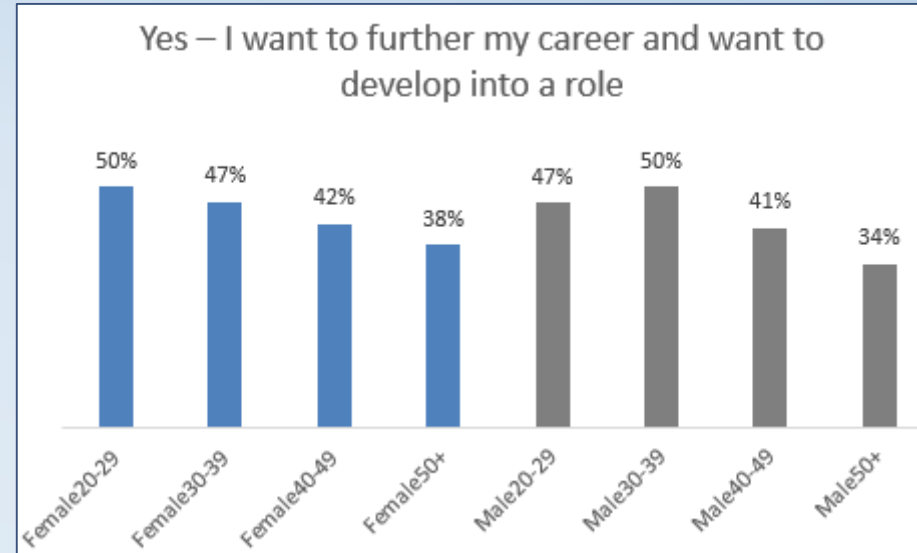
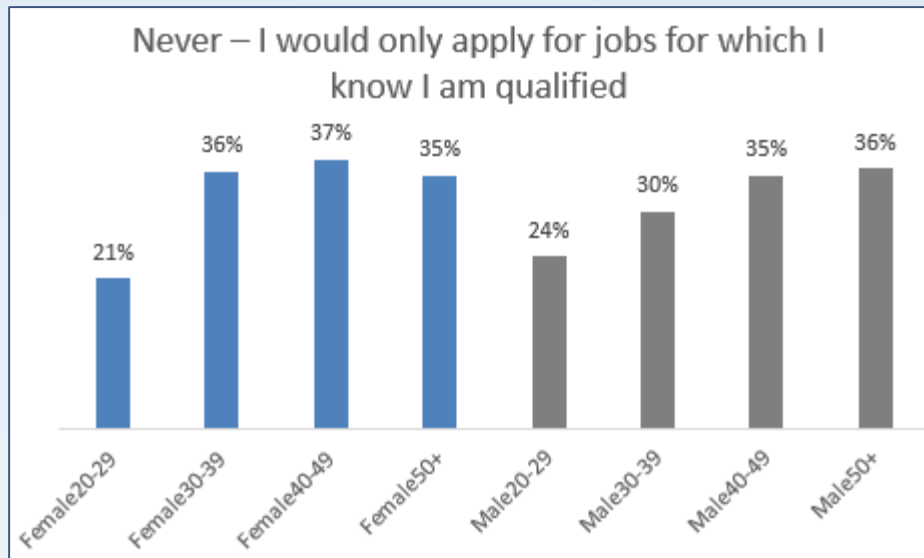


- The majority of respondents (77%) either would never apply for a job for which they may be unqualified (33%), or would apply in order to further their careers and develop into a role (44%)
- Approximately 1 out of every 10 people indicated that they would apply for a position regardless of qualification simply because they liked the company.
- The percentages shown in the bar chart opposite are consistent with both male and female responses.

Job Applications (continued)

Question - Do you ever apply for jobs for which you are not sure you are qualified?

- As shown in the chart on the right, in general the younger the individual, the more prone they were to applying for jobs for which they were not sure about qualification in order to further their careers and develop into roles.

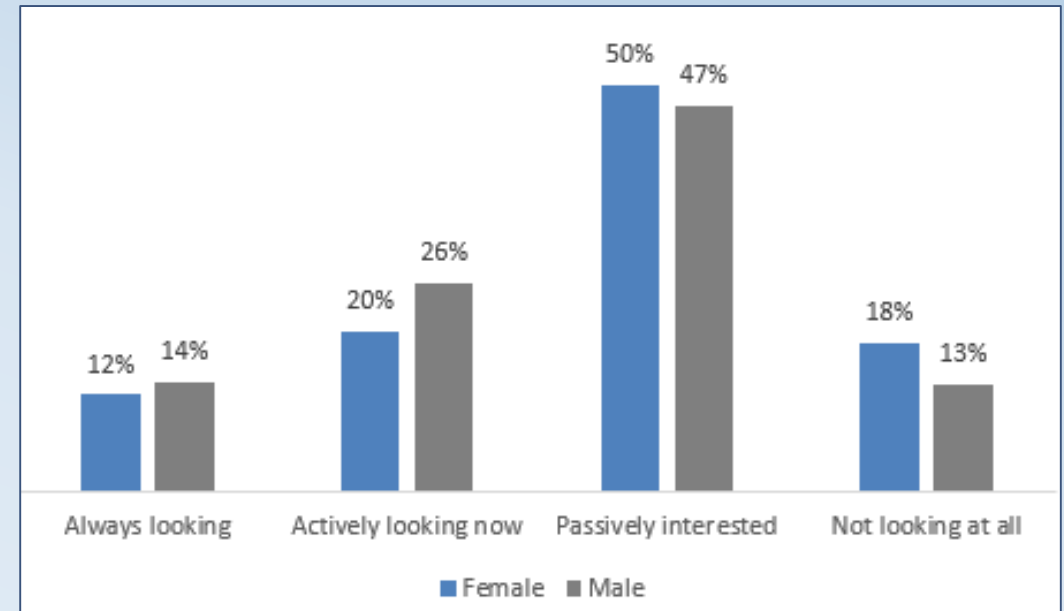
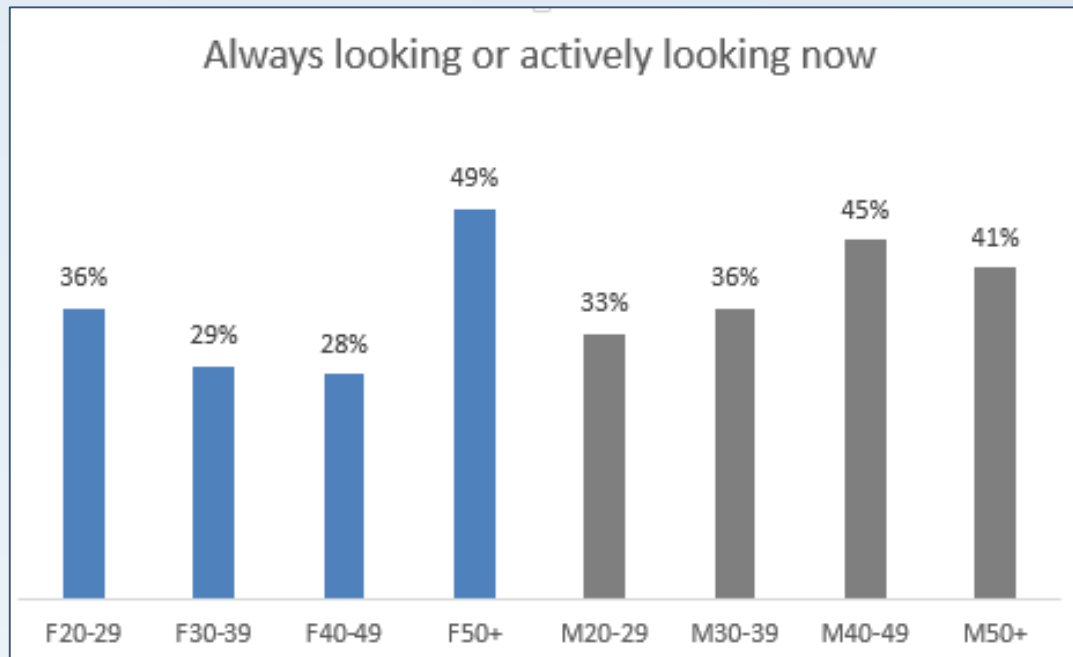


- As shown in the chart on the left, in general the older the individual, the more prone they were to applying for jobs for which they know they are qualified.

Changing Jobs

Question - What is your current attitude towards changing jobs?

- The chart on the right suggests that 40% of males and 32% of female respondents are either always looking or actively looking for another job
- Only 13% of males (and 18% of females) are not looking to change their jobs at all.

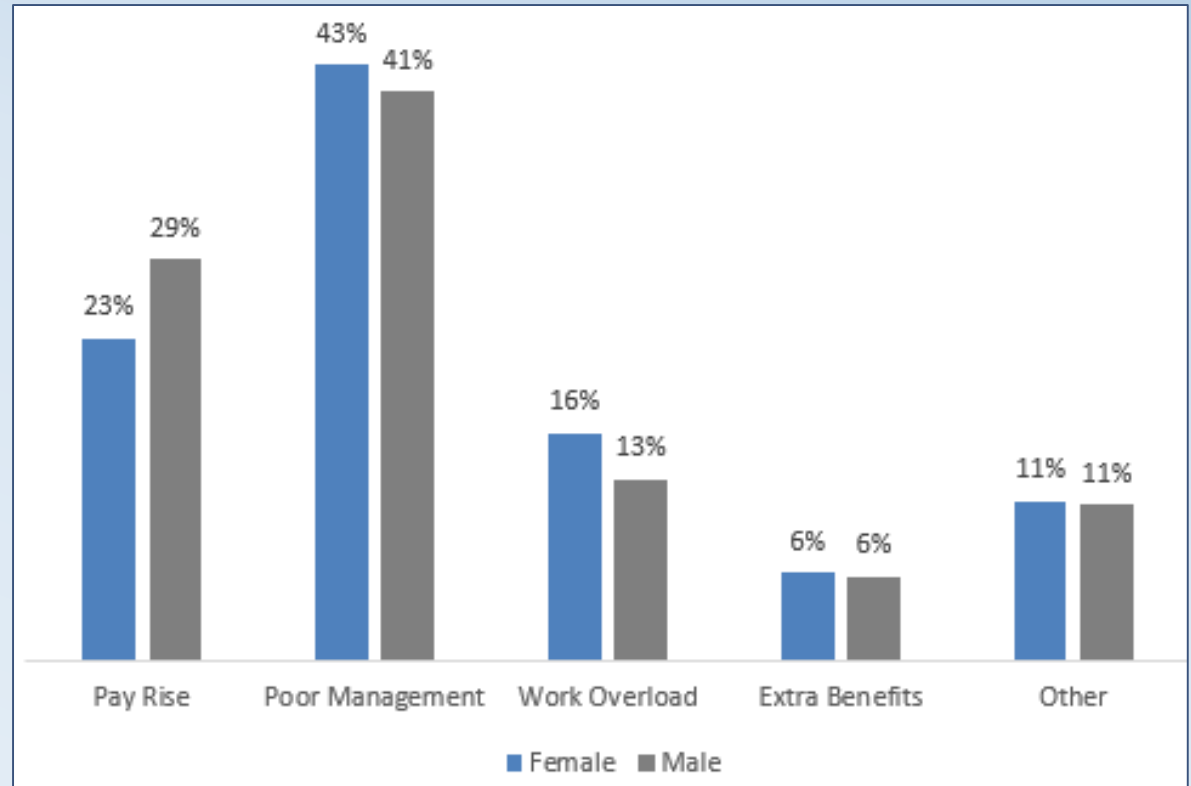


- The highest percentage of people always looking or actively looking for work are females aged 50 and over (49%). Males aged 40-49 are the next highest percentage (45%) in this category.

Changing Jobs – Tipping Point

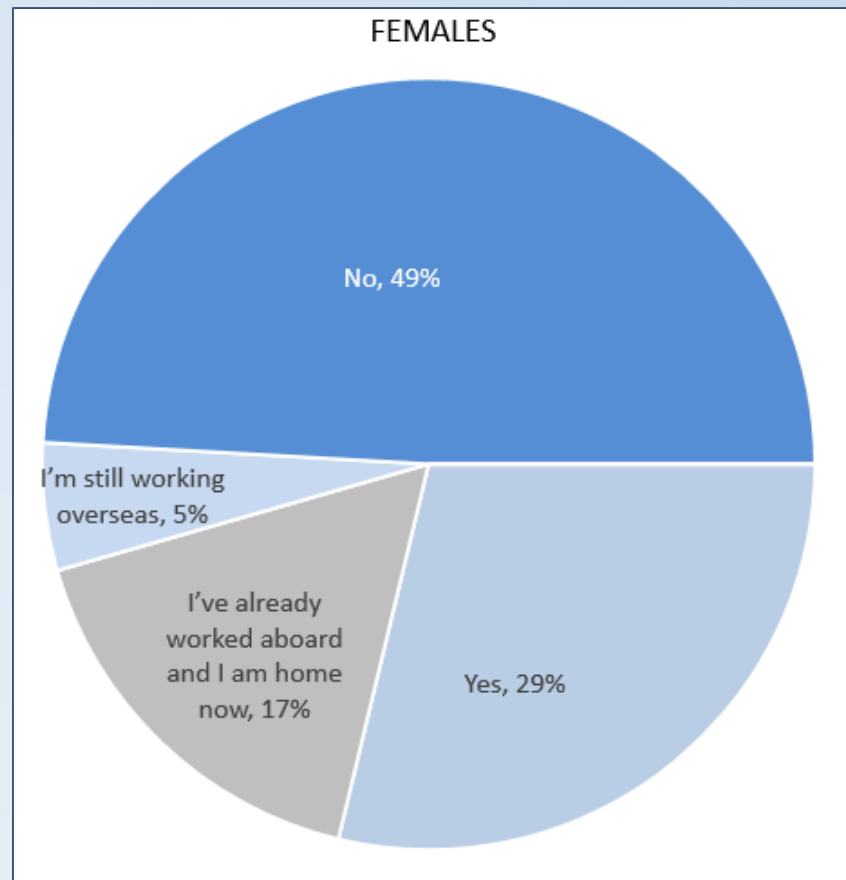
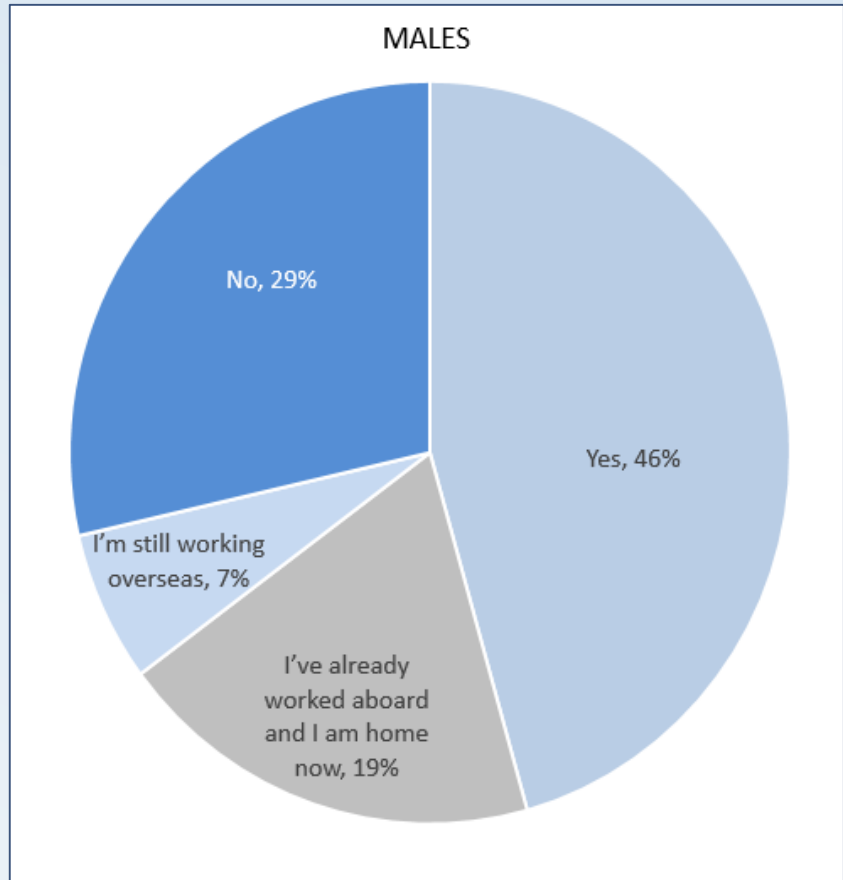
Question - What is the tipping point that would make you want to change jobs?

- Responses to the question of a tipping point that would make respondents want to change jobs were fairly consistent between males and females as well as all age brackets
- The highest percentage of respondents (42%) indicated that 'Poor Management' would be the foremost reason for wanting to change jobs
- The next highest percentage was 'Pay Rise', with just over a quarter of all respondents choosing this as their tipping point
- Several respondents indicated that all four reasons shown in the chart opposite would make them want to change jobs.



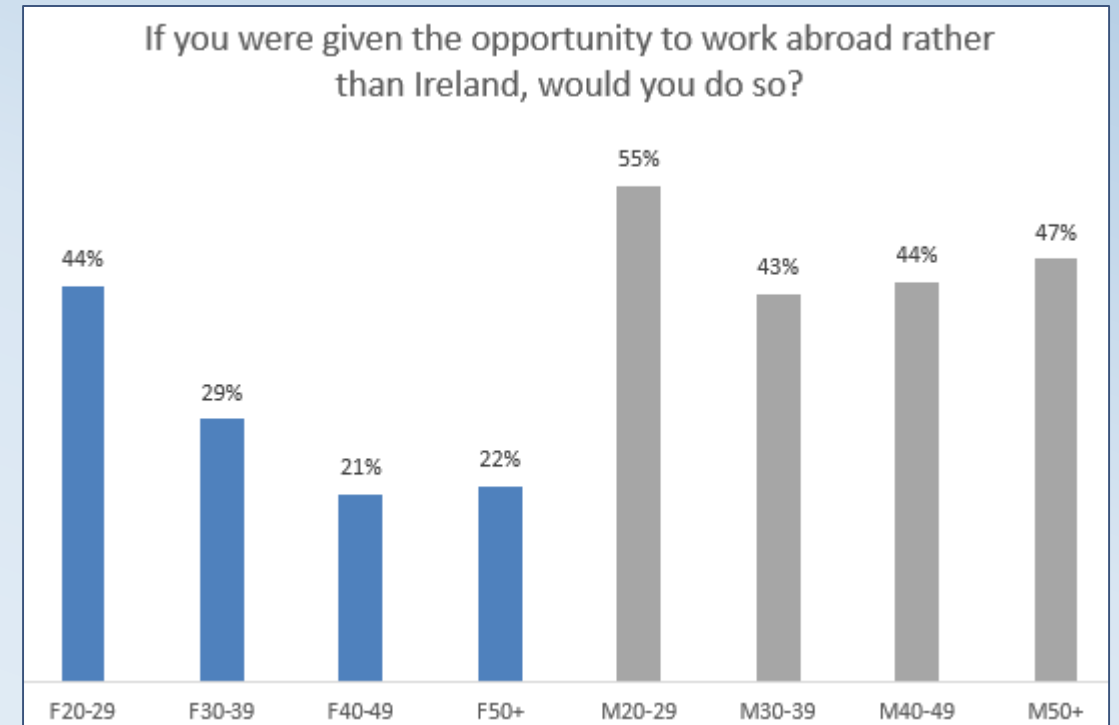
Working Abroad

Question - If you were given the opportunity to work abroad rather than Ireland, would you do so?



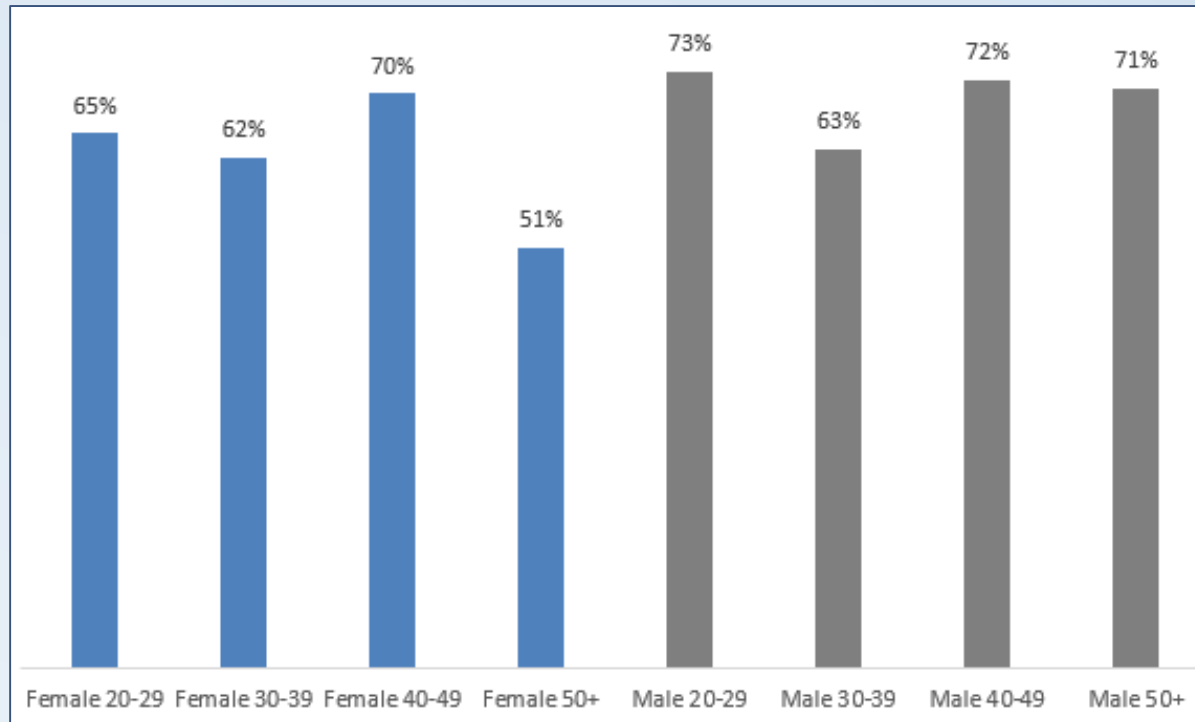
Working Abroad (continued)

- Overall, significantly more males (46%) than females (29%) indicated that they would take the opportunity to work abroad rather than Ireland.
- Younger males aged 20-29 (55%) and females in the same age bracket (44%) were more inclined to take the opportunity to work abroad.
- Almost four out of every five females aged forty and above indicated a desire to work in Ireland rather than go abroad
- Even in the older age brackets (ages 30+), closer to half of all males would take the opportunity to work abroad rather than Ireland.



Domestic Tax Rates

Question - Do you believe that the domestic tax rate negatively impacts our ability to bring skilled Irish workers back home?

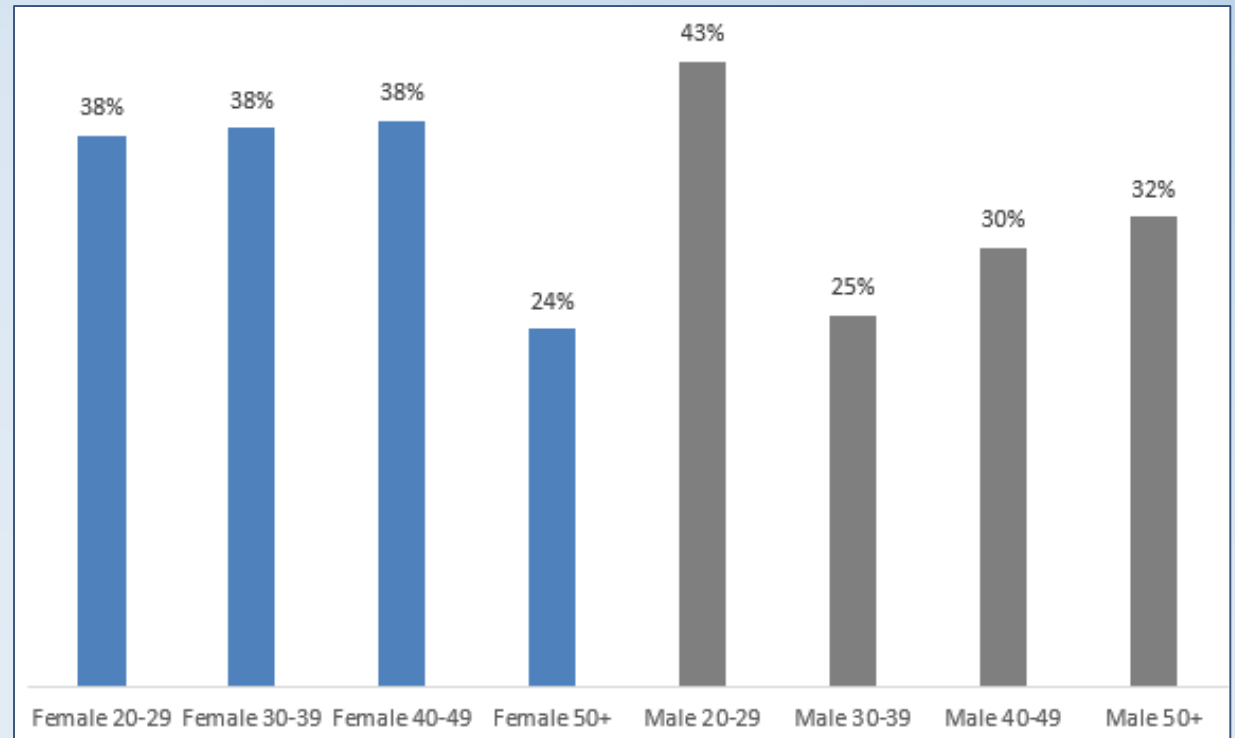


- Overall, 67% of respondents indicated that the domestic tax rate **negatively** impacts the country's ability to bring skilled Irish workers back home
- This opinion was held by well over two thirds of males in every age bracket except those aged between 30-39 (63%)
- Only just over half of females (51%) aged between 50-59 agreed that the domestic tax rate has a negative impact in this regard.

Domestic Tax Rates (continued)

Question - Should there be a special lower tax rate to attract highly skilled workers to Ireland from overseas?

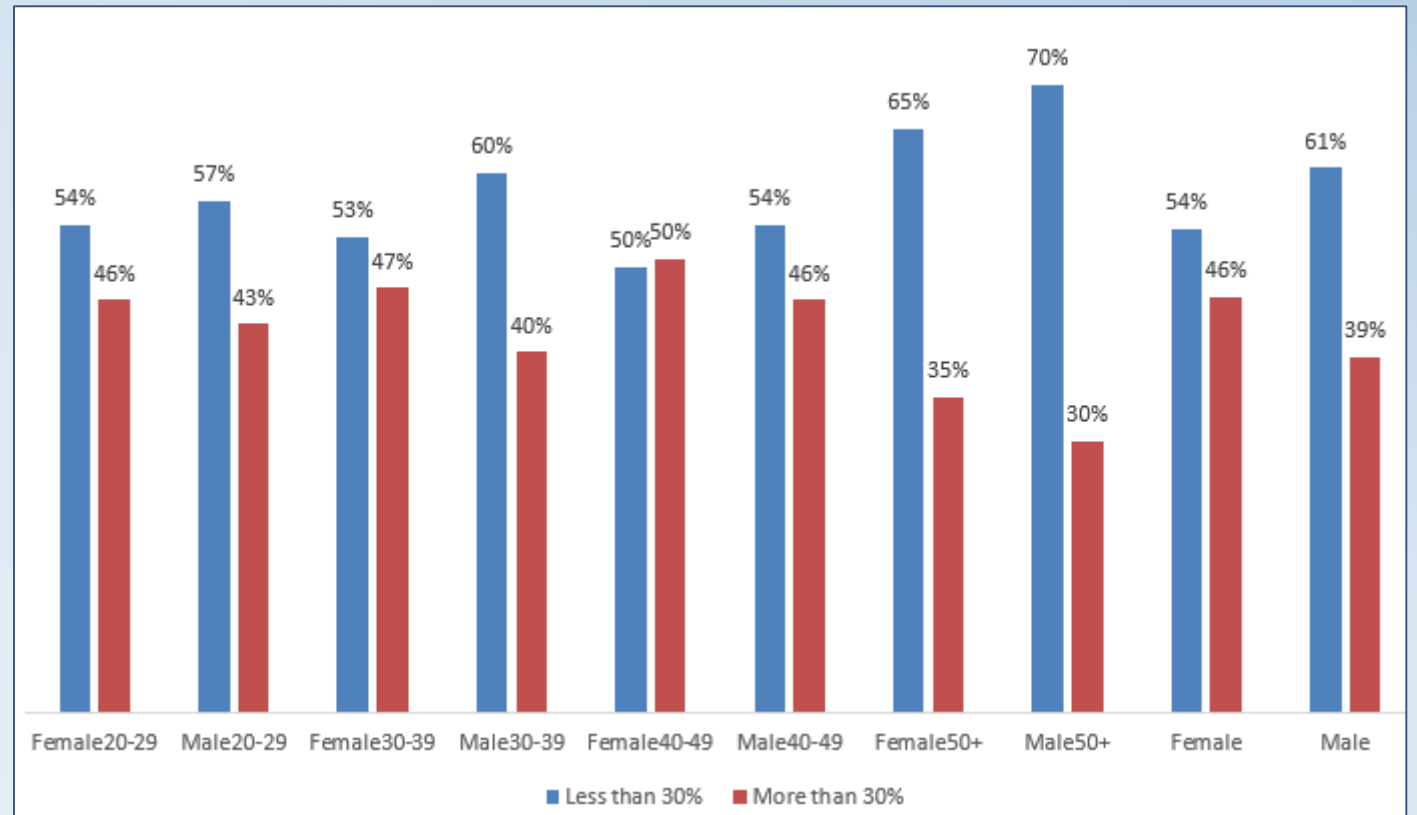
- Overall, just 33% of respondents indicated that there should be a special lower domestic tax rate to attract highly skilled workers to Ireland
- 43% of males in the 20-29 age bracket favoured the lower tax rate approach compared to just 25% of males in the 30-39 age bracket
- About 4 in every 10 females between the ages of 20-49 favoured the lower tax rate approach. However, 75% of those over age 50 opposed this concept.



Mortgage & Rental Payments

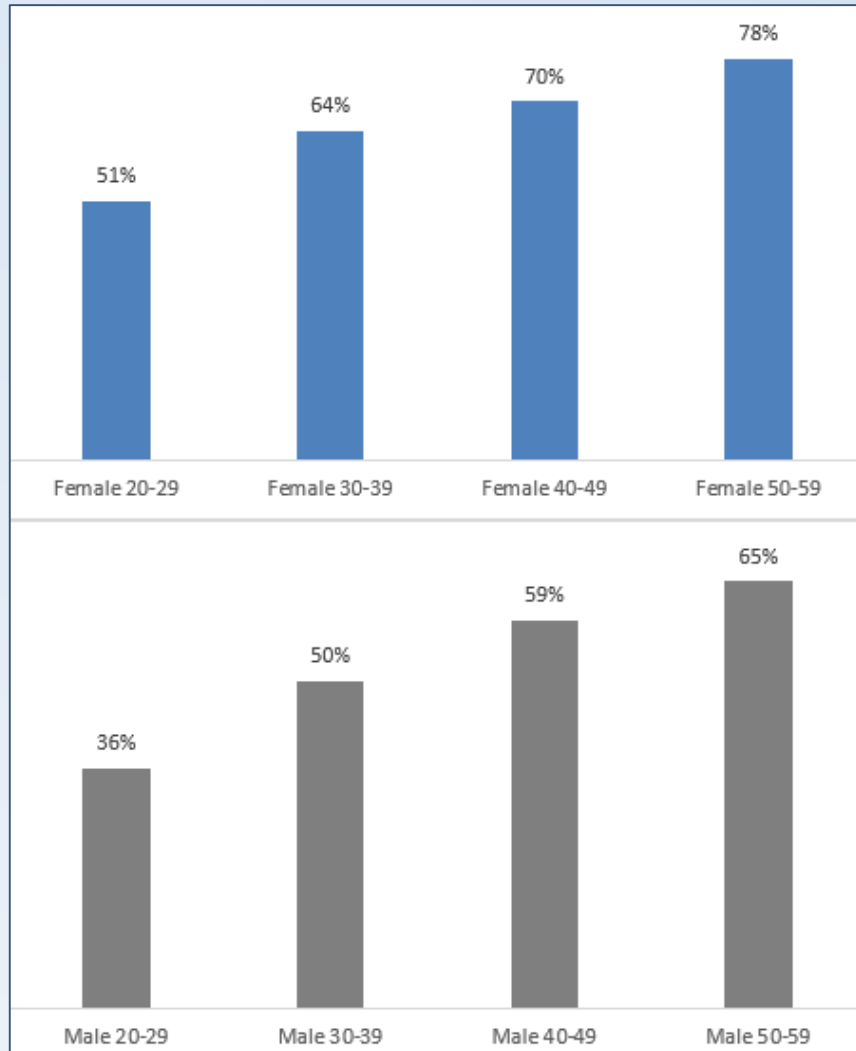
Question - How much of your salary are you allocating to mortgage/rental payments?

- Predictably, the percentage of salary allocated to mortgage and rental payments decreases based on age, with those in the 50+ group allocating the least amount
- The exception to this are those in the 40-49 age group, who are allocating as large a percentage of their salaries to mortgage and rental payments (and more, in the case of older females) as those in the 20-29 age bracket
- Overall, 54% of females and 61% of males are paying less than 30% of their salaries towards mortgage and rental payments.



Part-Time Staff

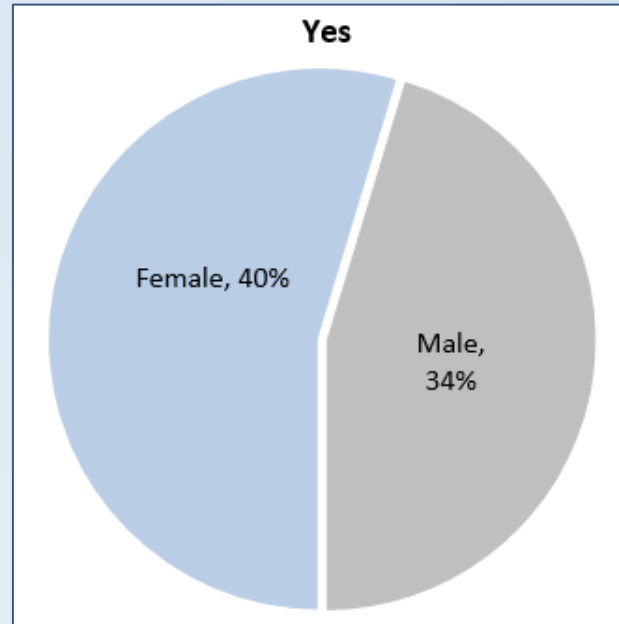
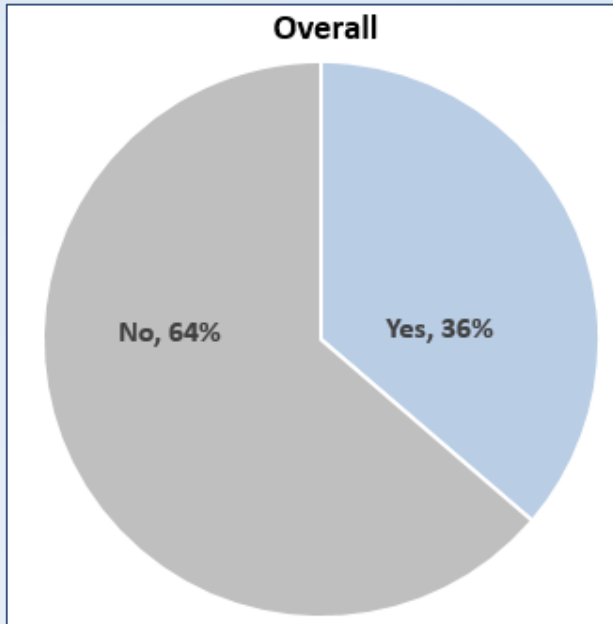
Question - Working hours aside, do you believe part-time staff contribute as much as full time staff?



- Overall, almost 60% of respondents indicated that they believe part-time staff contribute as much as full-time staff.
- Acceptance of this belief was much lower among younger age brackets, with just 36% of males aged between 20-29 and 51% of females in the same age group agreeing.
- Overall, females (65%) were more positively inclined towards part-time staff than males (53%)
- As shown in the bar charts on this page, the older the respondent in both genders, the more prone they were to believe that part-time staff contribute as much as full-time staff.

Gig Economy

Question - Is the gig economy (i.e., short-term contracts or freelance work) a positive direction for Ireland?



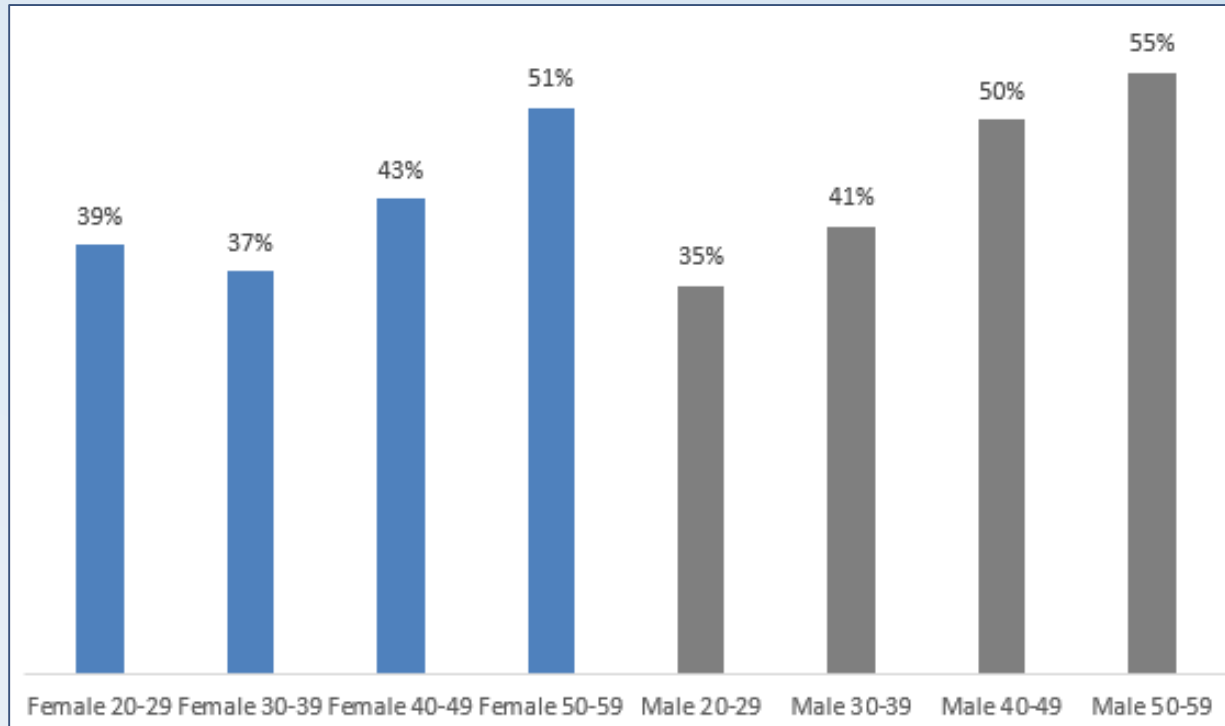
- Almost two thirds (64%) of all respondents indicated that they did not feel the gig economy was a positive direction for the country
- Overall, females (40%) were more positive about the gig economy than males (34%)
- Females (35%) and males (28%) in the 20-29 age bracket were the least positive
- Males (37%) in the 40-49 age bracket were the most positive, along with females (42%) in the 30-39 age bracket.

Work Environment

Qualifications, Work Potential, Employer Perception, Management, Performance Reviews, Dress Code

Qualifications

Question - Are you over qualified for your current role?

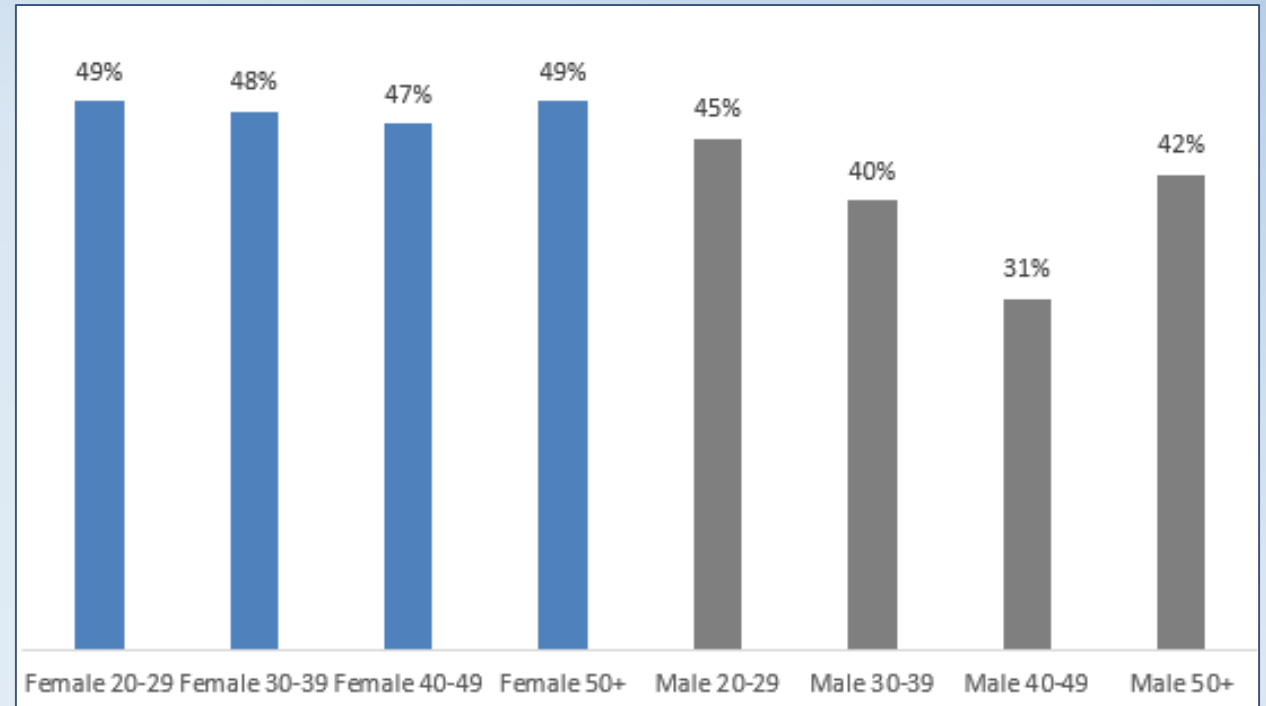


- 43% of respondents indicated that they felt over qualified for their role (45% of males and 40% of females)
- This perception tended to escalate based on age bracket, with 55% of males in the 50+ age bracket believing they are over qualified, compared to just 35% in the 20-29 age bracket
- The same trend occurred with females, though not as pronounced, with 51% of the 50+ age group feeling over qualified for their current roles v. 39% in the 20-29 age group.

Work Potential

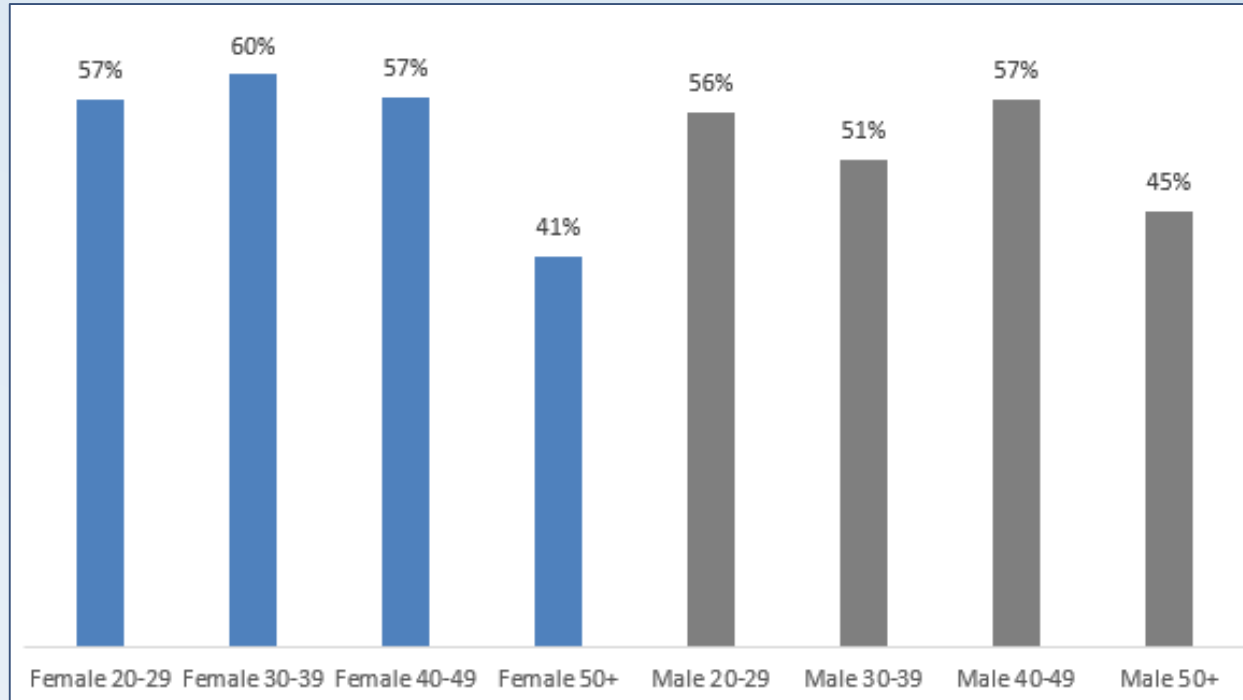
Question - Is your potential at work being maximised?

- Females (48%) were more inclined than males (39%) to feel that their potential at work is being maximised
- No combined age group felt positively about the utilization of their potential at work, with females in the 20-29 and 50+ age brackets being the closest at 49%
- 7 out of every 10 males in the 40-49 age bracket indicated that their potential at work is not being realised.



Employer Perception

Question - Could your current employer do more for you?

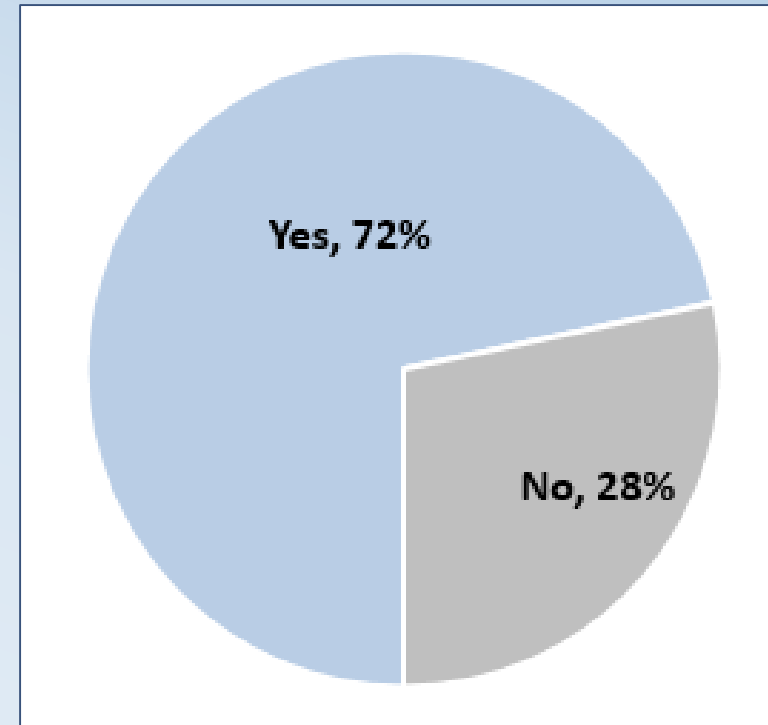


- Overall, 56% of females and 52% of males felt that their employer could do more for them
- Only 41% of females over 50 years of age felt that their employer was not doing enough for them
- Males over 50 years of age were also the most positive in this regard
- Females aged 30-39 were the least enthusiastic about their employers, with 60% feeling that more could be done for them.

Management

Question - Are you happy with your line manager?

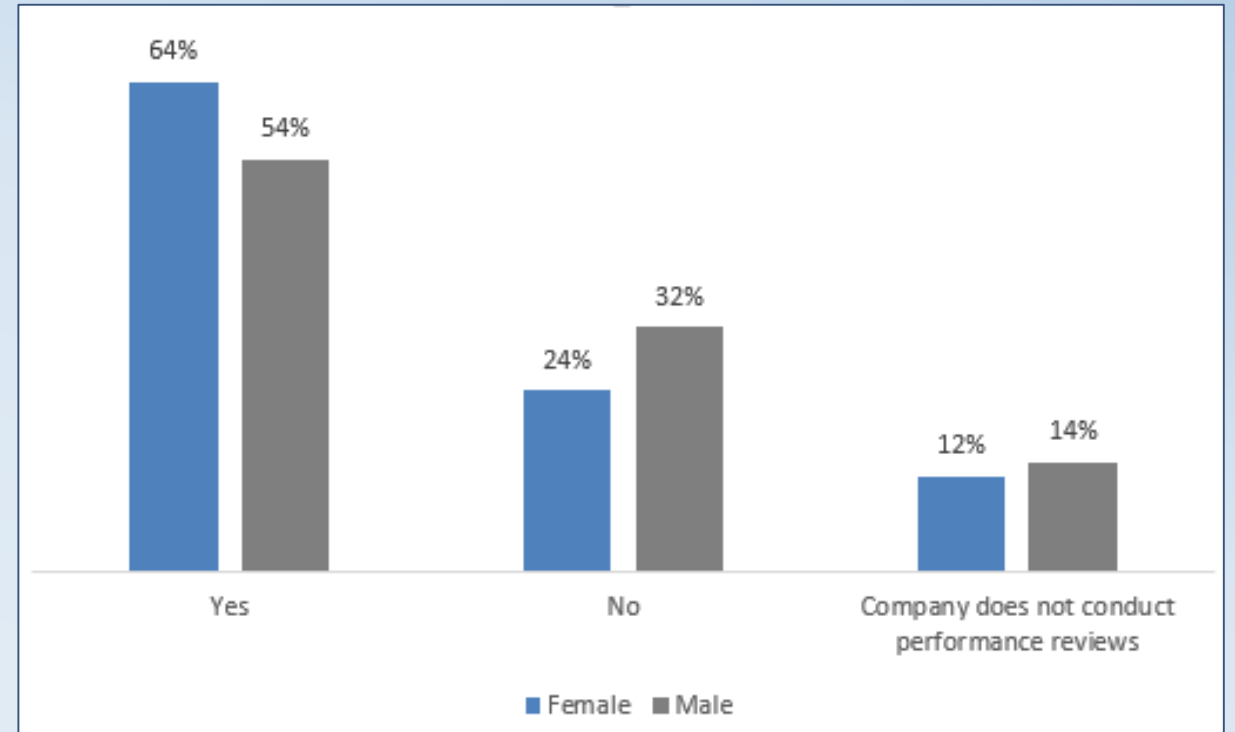
- There was very little disparity among all age brackets and genders with regard to perception of line management
- Overall, 72% of both males and females indicated that they were happy with their line manager
- Females in the 50+ age bracket were the least likely to be content (35% negative), along with males in the 40-49 age bracket (36%).



Performance Reviews

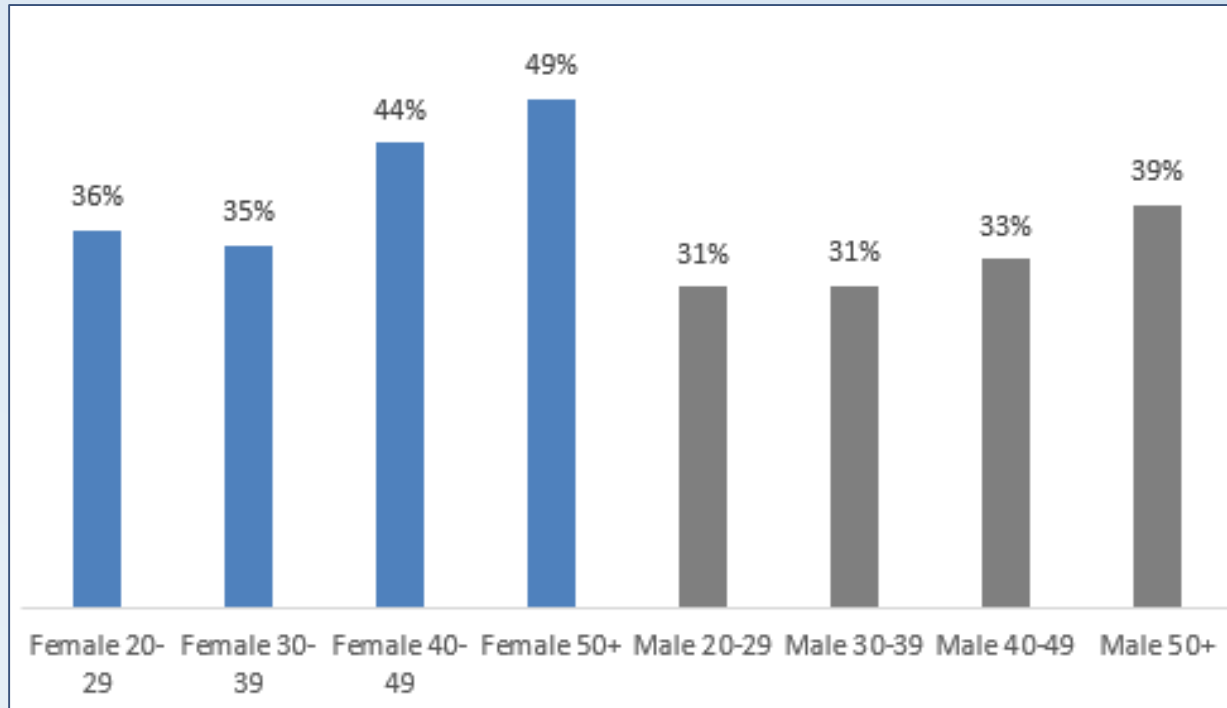
Question - Do you believe you benefit from performance reviews?

- Across all age brackets, males were less inclined to view performance reviews as beneficial. This was particularly true of males in the 40-49 age range (45%)
- Females in general, but especially those in the 30-39 age range (68%), indicated that performance reviews were beneficial.



Dress Code

Question - Do you think a traditional dress code is important in a work environment?



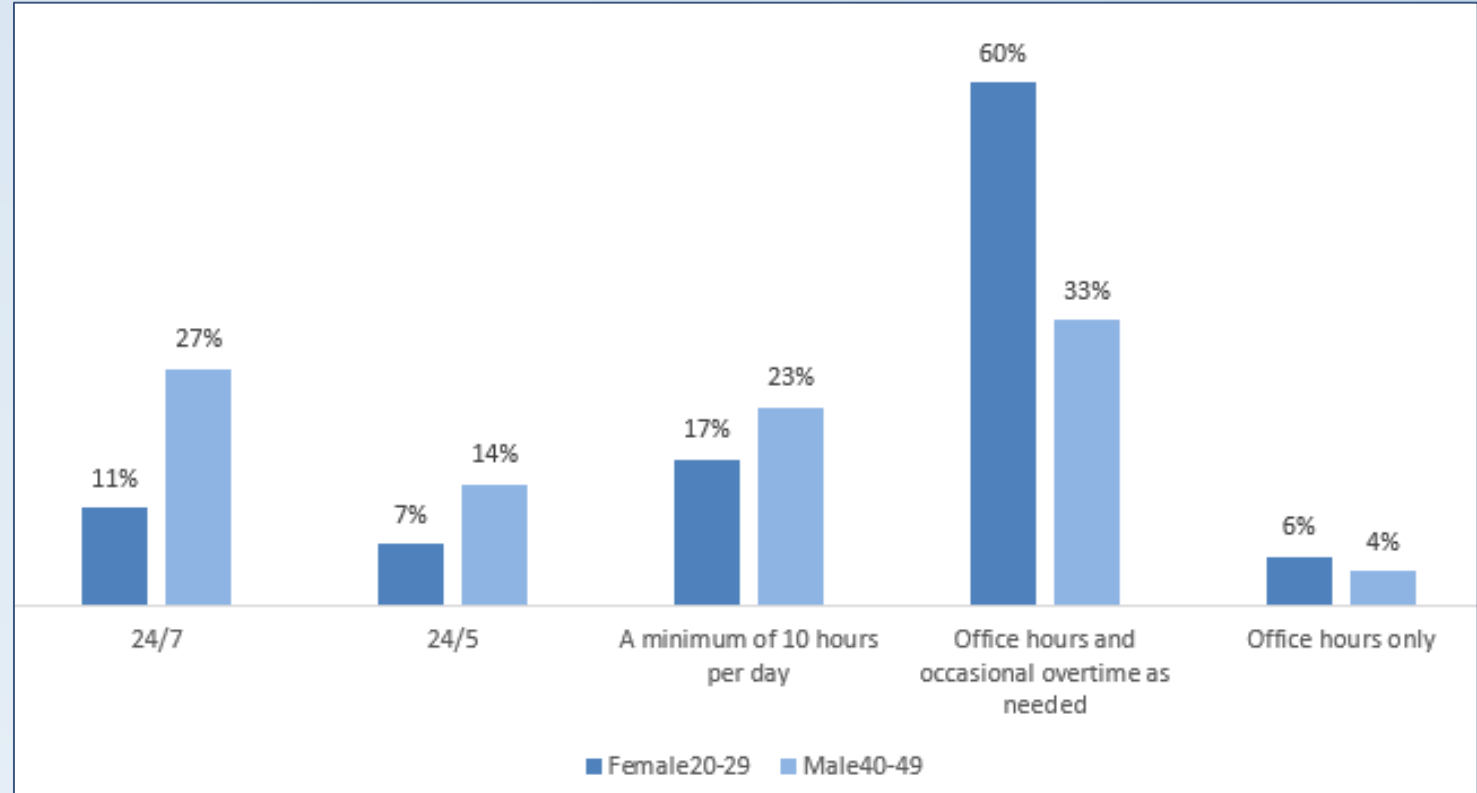
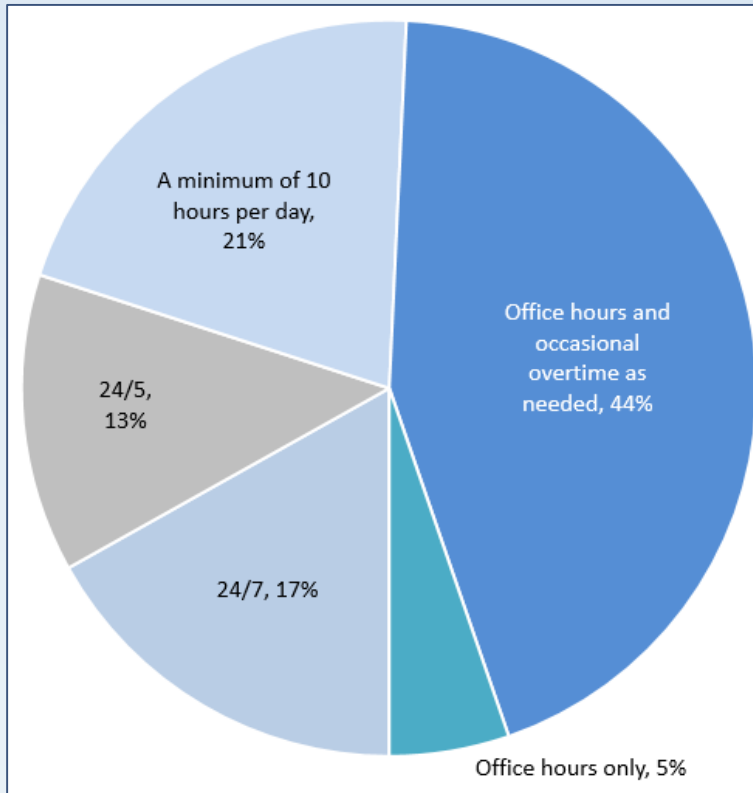
- Overall, just 36% of respondents indicated that a traditional dress code is important in a work environment
- In general, females were more in favour of a dress code than their male counterparts
- Almost half of all female respondents over 50 years of age suggested that a dress code was important
- Younger males (ages 20-39) were least prone to agree with the notion that a traditional dress code is important in a work environment.

Time Management

Availability, Reasonable v Actual Working Hours, Work at home

Availability

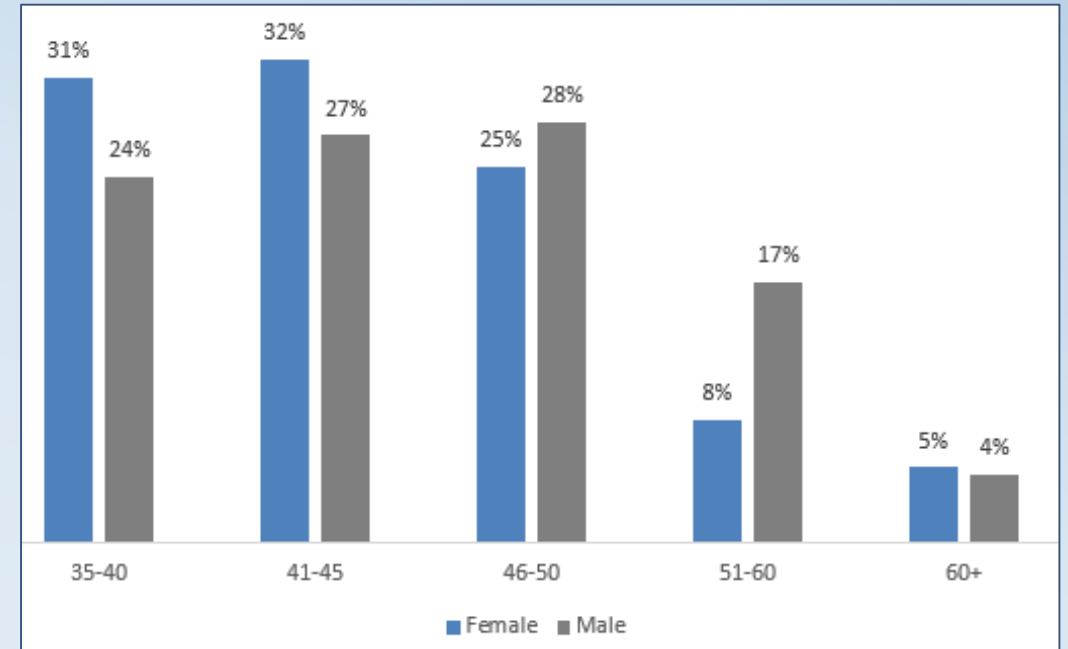
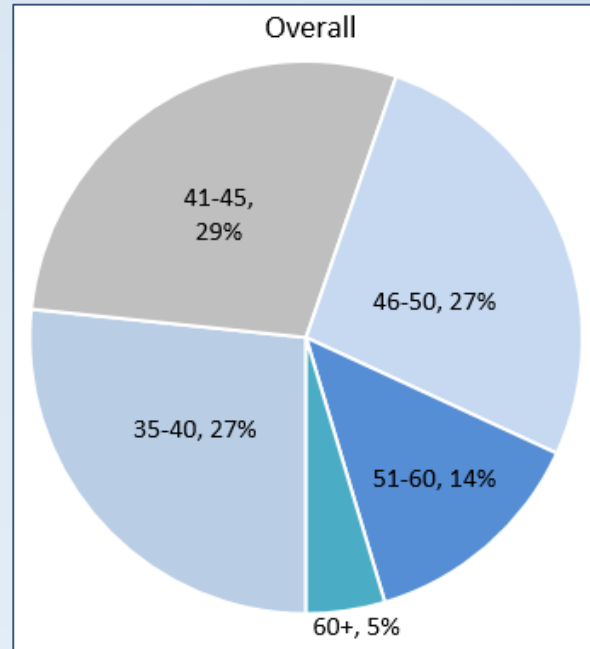
Question - How 'on' or available do you feel you have to be in order to meet the company's minimum expectation of you?



Working Hours - Actual

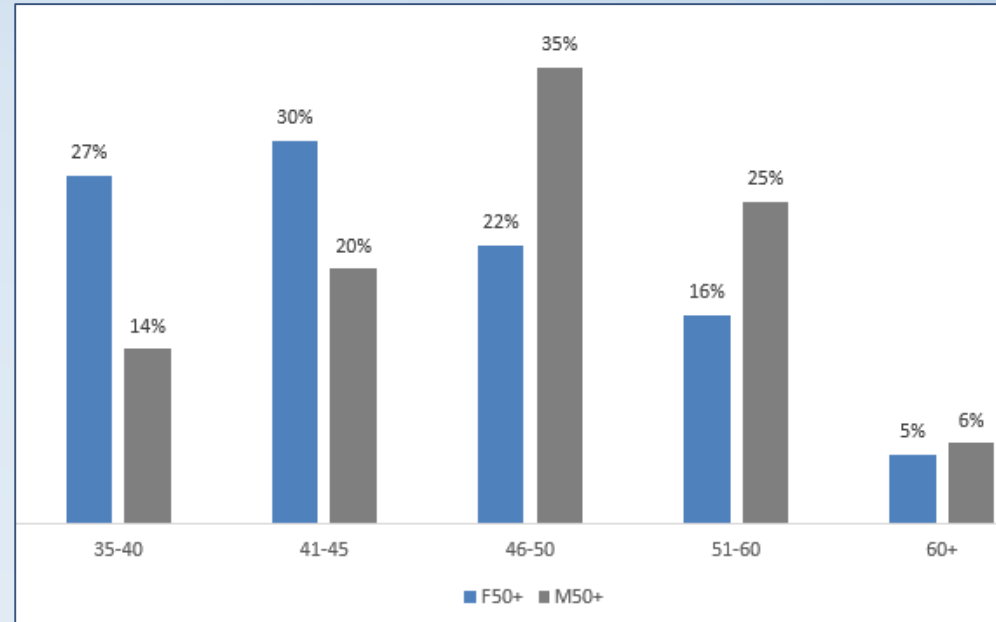
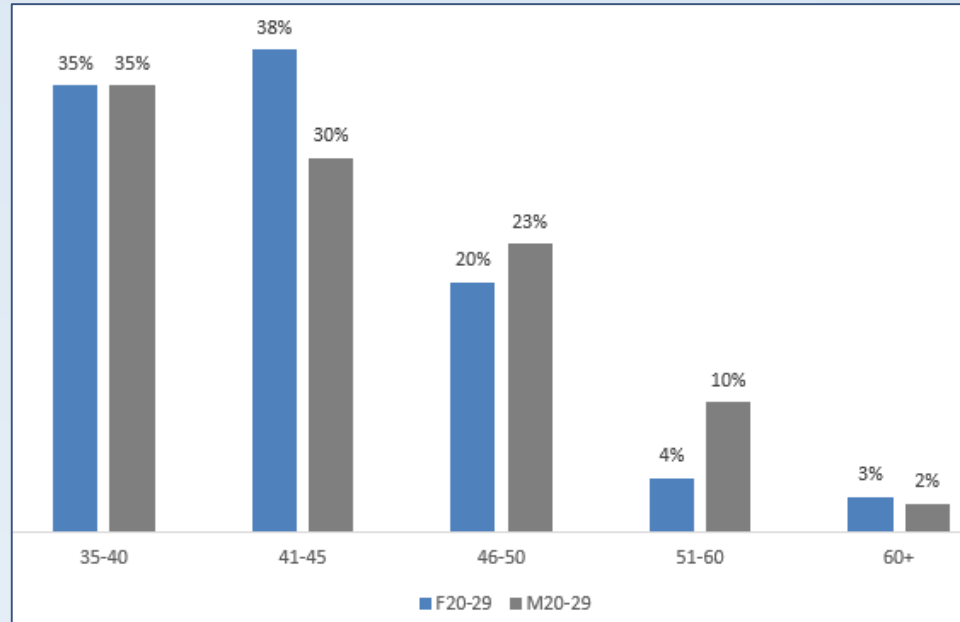
Question - What is the average number of hours you ACTUALLY work each week?

- Overall, while 72% of respondents felt that working between 35-45 hours per week was ideal, only 56% actually did so
- While male respondents tended to work longer hours than females, the gap in actual hours was far less pronounced, with 88% of females working between 35-50 hours per week v. 76% of males
- 1 out of every 5 male respondents worked more than 51 hours per week.



Working Hours – Actual (continued)

Question - What is the average number of hours you ACTUALLY work each week?

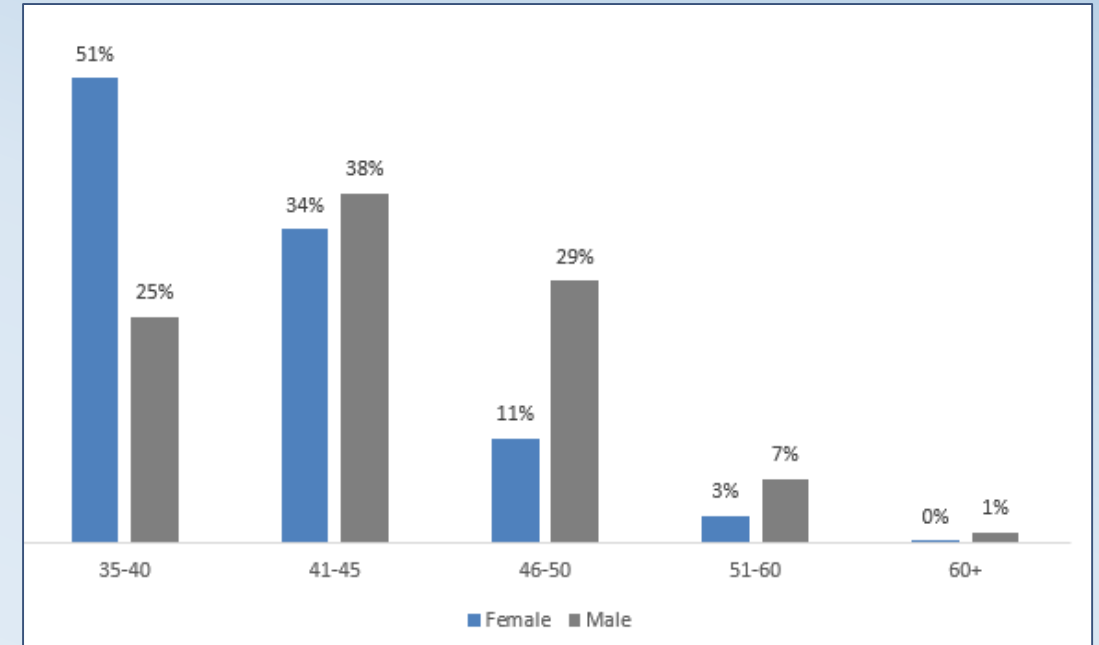
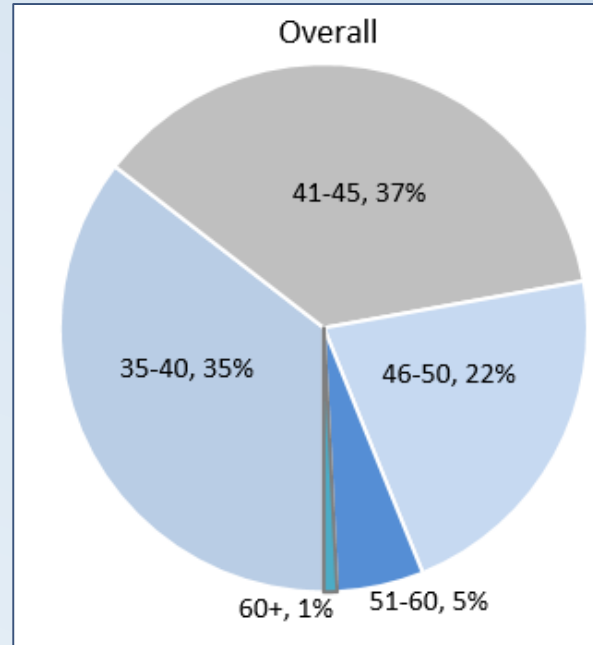


- The contrast between male and female attitudes towards actual working hours was more pronounced in the 50+ age bracket, with older males tending to work significantly more hours
- A small percentage of younger (20-29 age bracket) male respondents tended to work slightly longer hours than females in the same age group.

Working Hours - Reasonable

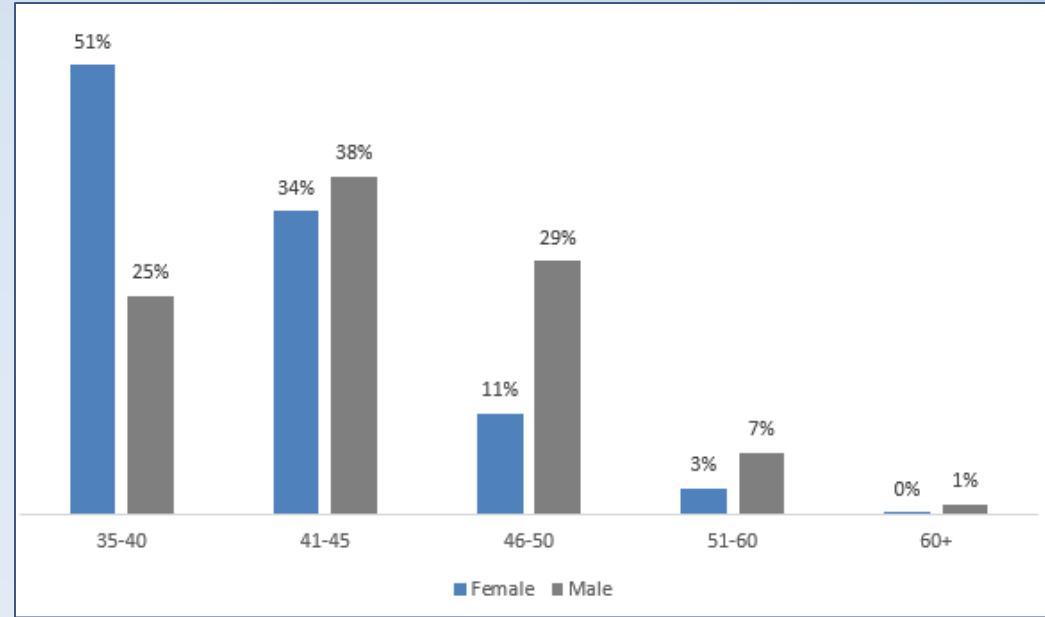
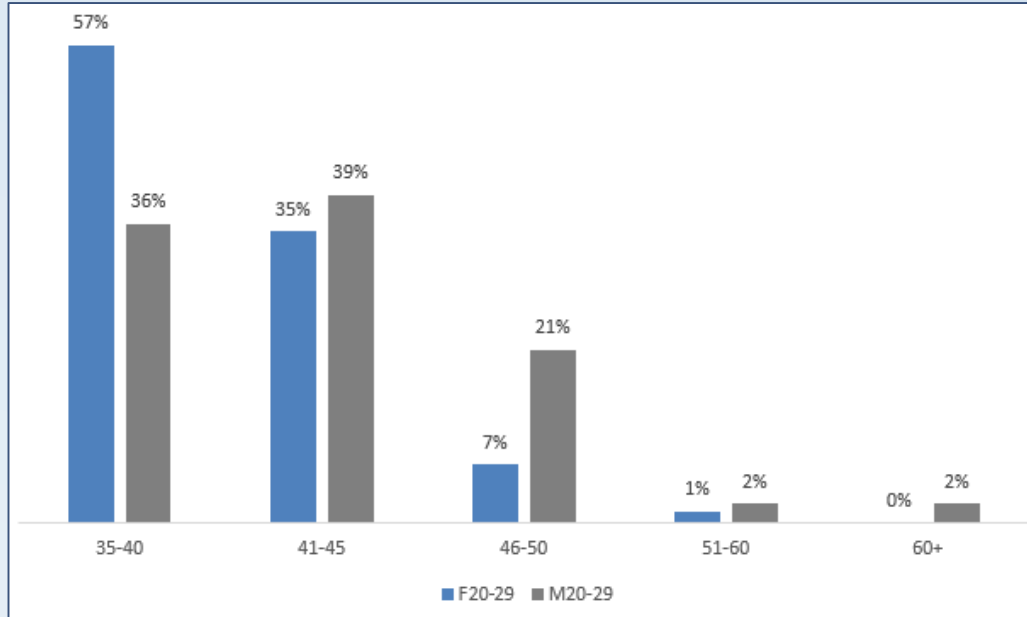
Question - What is the maximum number of hours do you feel is reasonable to work each week?

- Over 70% of respondents felt that between 35-45 working hours per week was a reasonable number
- However, more than twice as many females (51%) as males (25%) felt that 35-40 hours per week was most reasonable
- Conversely, almost three times as many males (29%) v. females (11%) felt that 46-50 working hours per week was reasonable.



Working Hours – Reasonable (continued)

Question - What is the maximum number of hours do you feel is reasonable to work each week?

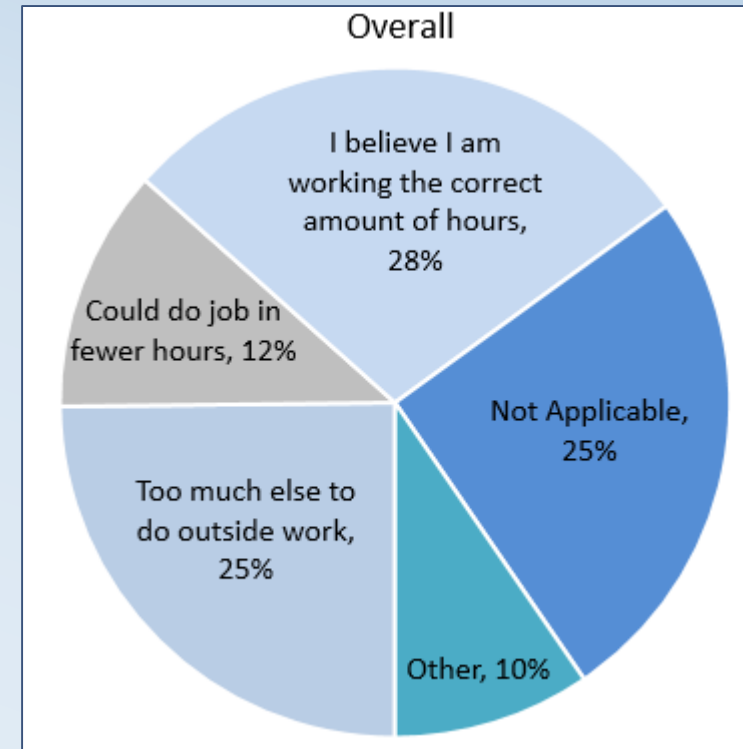


- The contrast between male and female attitudes towards working hours was most pronounced in the 20-29 and 50+ age brackets
- For example, 51% of females v. 19% of males aged 50+ felt that 35-40 working hours per week was most reasonable.

Working Hours – Rationale

Question - If you want to work less hours than the company demands, what is the reason?

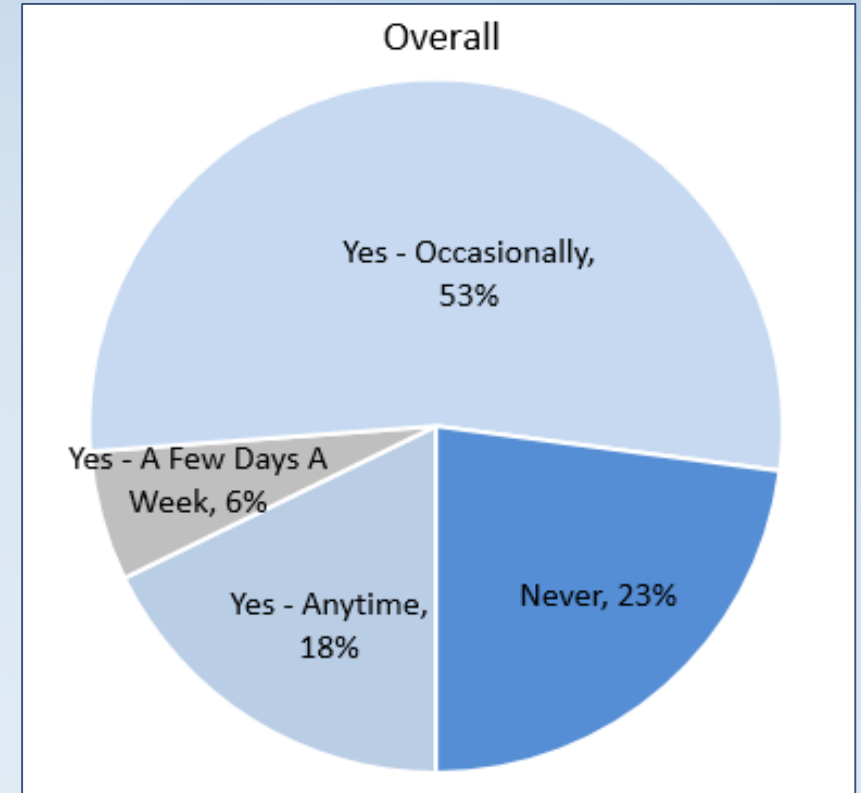
- Overall, 53% of respondents either believed that they were working the correct number of hours or did not want to work fewer hours than the company demands (59% males / 47% females)
- Only 12% of respondents felt that they should work less hours because they could do their job in fewer hours (11% females / 12% males)
- A quarter of all respondents indicated that they wanted to work less hours because they had too much to do outside work (28% females / 23% males)
- A slightly higher percentage of younger males and females (ages 20-29) than other age groups felt that they had too much to do outside work.



Work at Home

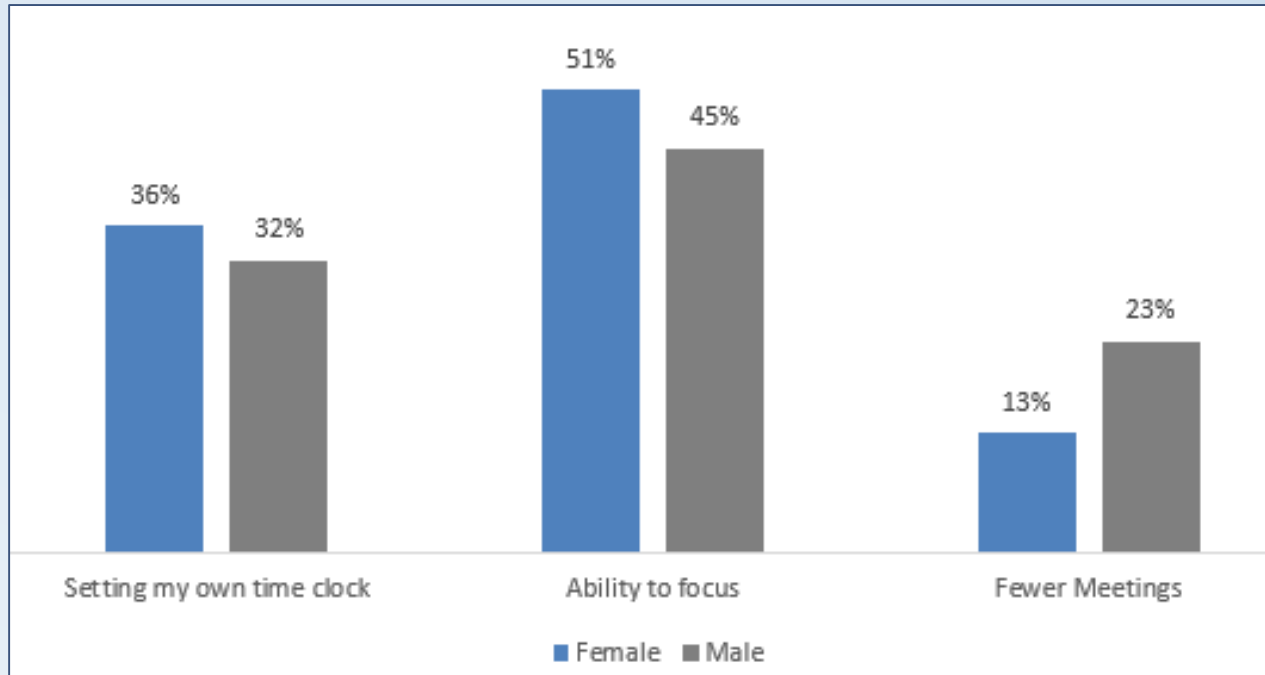
Question - Does your company allow you to work from home?

- Over half of all respondents (53% female / 53% male) indicated that their company allowed them to work from home occasionally
- Less than 1 in every 5 respondents were allowed to work from home anytime
- Almost a quarter of all respondents (25% female / 22% male) were never allowed to work from home
- The percentage of those never allowed to work from home was highest among females aged 20-29 (39%), followed by males in the same age group (36%).
- Males aged 50+ had highest percentage of those allowed to work from home to some extent (86%), followed by females aged 40-49 (81%).



Work at Home - Benefits

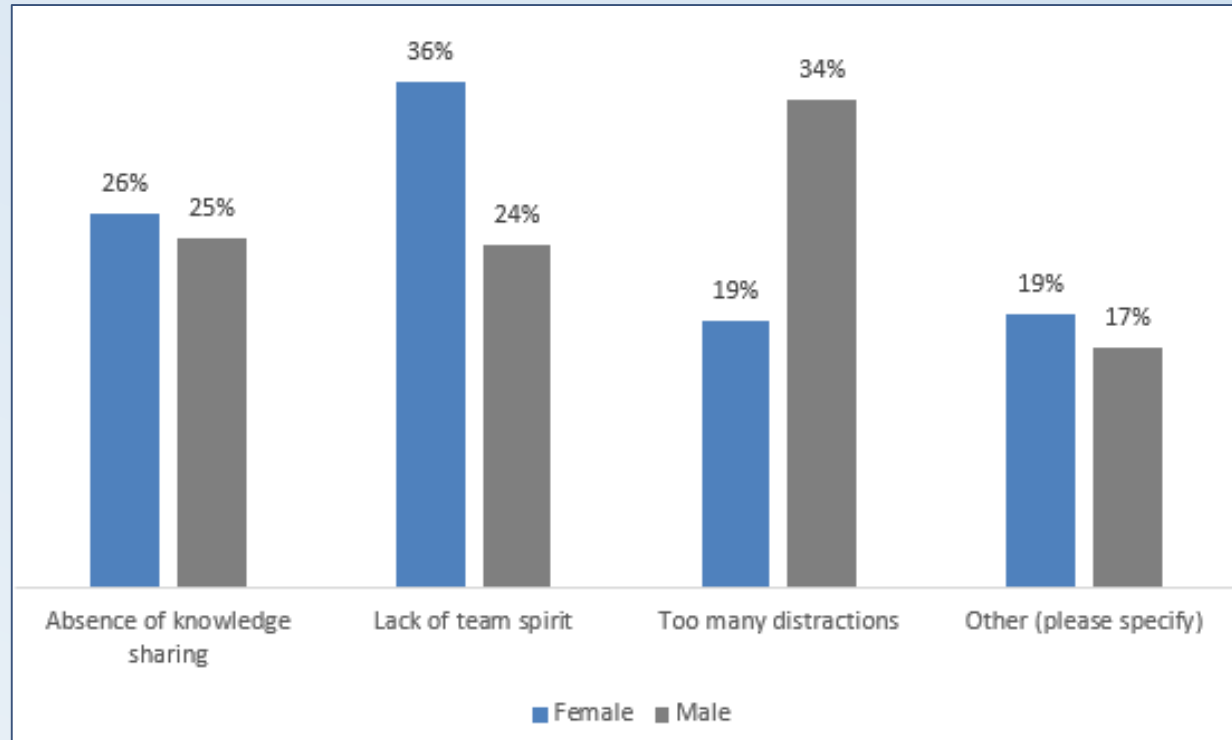
Question - If you are allowed to work from home, what is the biggest benefit?



- Both male and female respondents rated 'Ability to focus' as the primary benefit of working at home (51% female / 45% male)
- Over a third of all respondents indicated that 'Setting my own time clock' was the biggest benefit
- 23% of male respondents rated 'Fewer meetings' as the principal benefit, compared to just 13% of female respondents.

Work at Home - Drawbacks

Question - If you are allowed to work from home, what is the biggest drawback?



- While female respondents (36%) rated 'Lack of team spirit' as the biggest drawback to working at home, the highest number of male respondents (34%) suggested that 'Too many distractions' was the greatest drawback (v. 19% of females)
- Around 25% of males and females rated 'Absence of knowledge sharing' as the biggest drawback
- Other reasons included poor connectivity, lack of access to paper files and printers, tendency to work longer hours, and perceived lack of management trust.

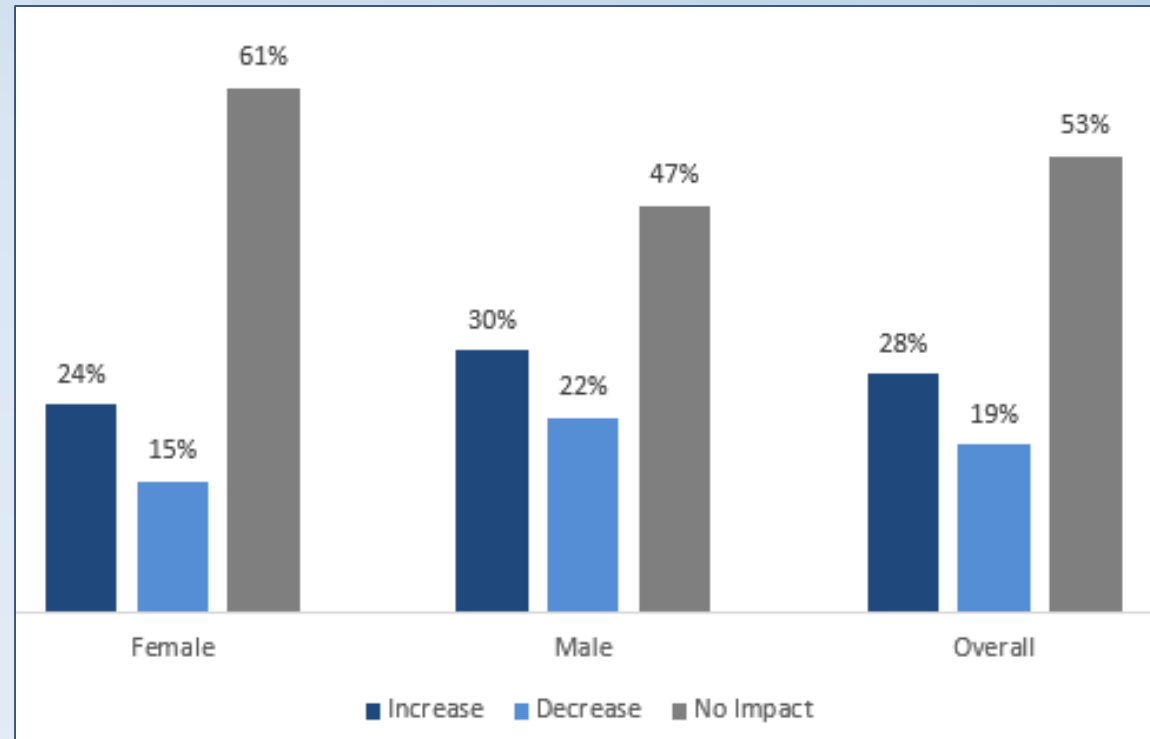
Other Topics

Brexit, Social Media, Positive Discrimination

Brexit

Question - How do you feel Brexit will affect your career opportunities?

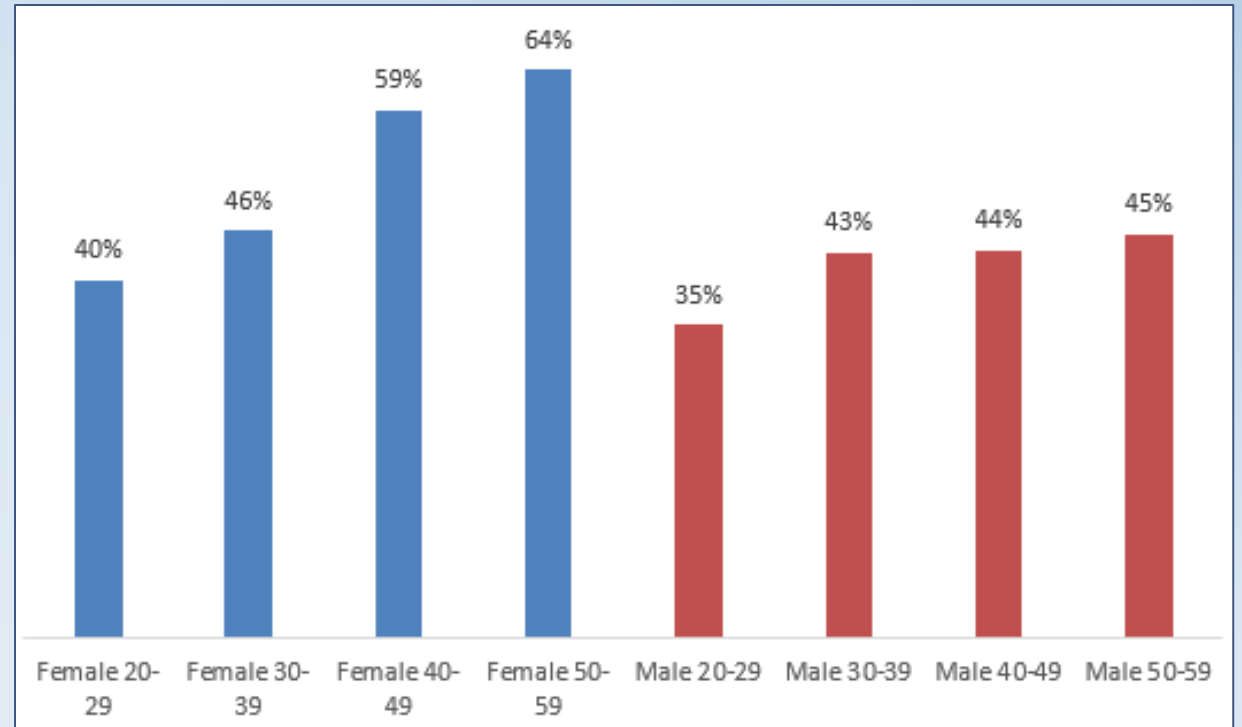
- 53% of respondents believe that Brexit will have no impact on career opportunities (61% of females v. 47% of males)
- Only 19% of respondents believe that Brexit will have a negative impact on career opportunities, while almost one third see it as a positive development for Irish business careers.



Social Media

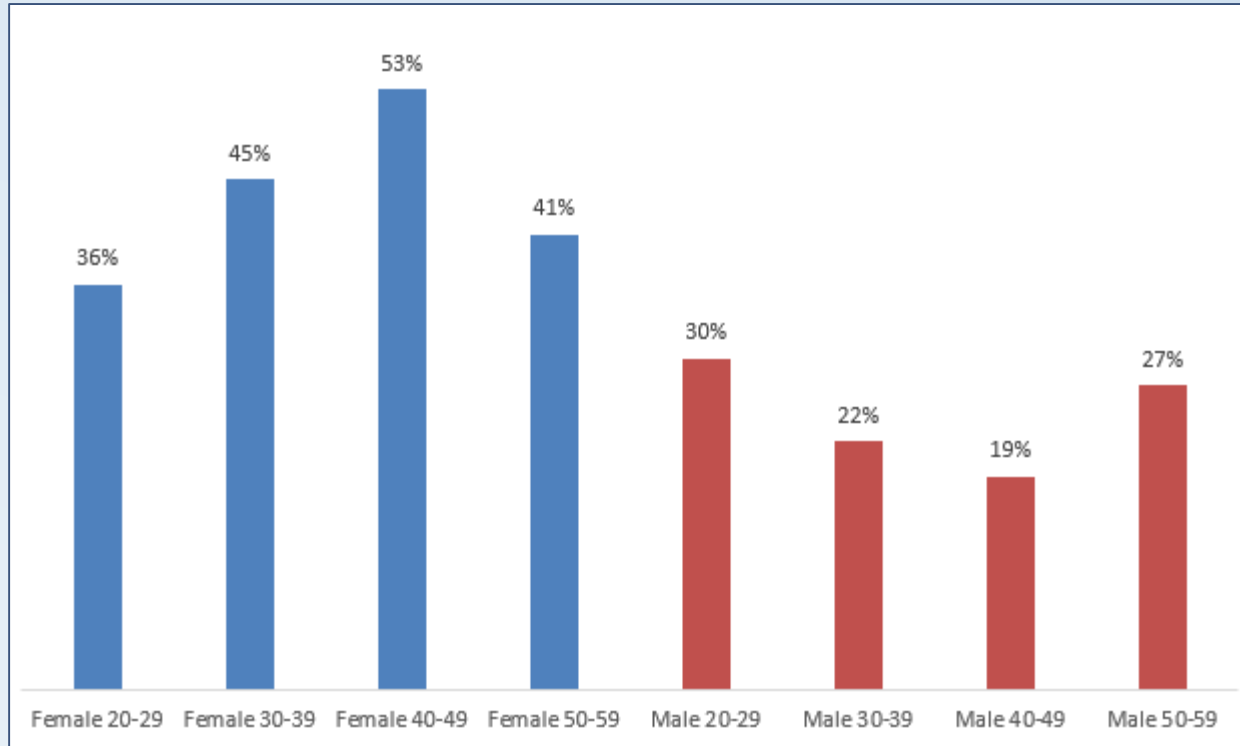
Question - Has recent breaking news affected the way you plan to use social media?

- As shown in the bar chart opposite, the recent news about social media has had a more profoundly negative impact on older females (ages 40-59) in particular
- Overall, half of all female respondents indicated that the way they use social media will change, compared to 43% of all males
- However, a slight majority (54%) of all respondents indicated that the way they use social media will not change.



Positive Discrimination

Question - Do you feel positive gender discrimination is the right way to go?



- 67% of respondents (77% of males and 46% of females) indicated that positive gender discrimination is not the right way to go
- Males aged 40-49 were least likely to favour positive gender discrimination (19%), while females in the same age bracket were most in favour of it (53%)
- The 20-29 age bracket had the highest percentage of males (30%) in favour and the lowest percentage of females (36%) in favour of positive gender discrimination.

For further information, please
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